

# Vogue

INCORPORATING VANITY FAIR

*Autumn Fashions  
Trousseaux  
Portfolio for  
Limited Incomes*



*Bentley*

OCTOBER 1, 1938. PRICE 35 CENTS

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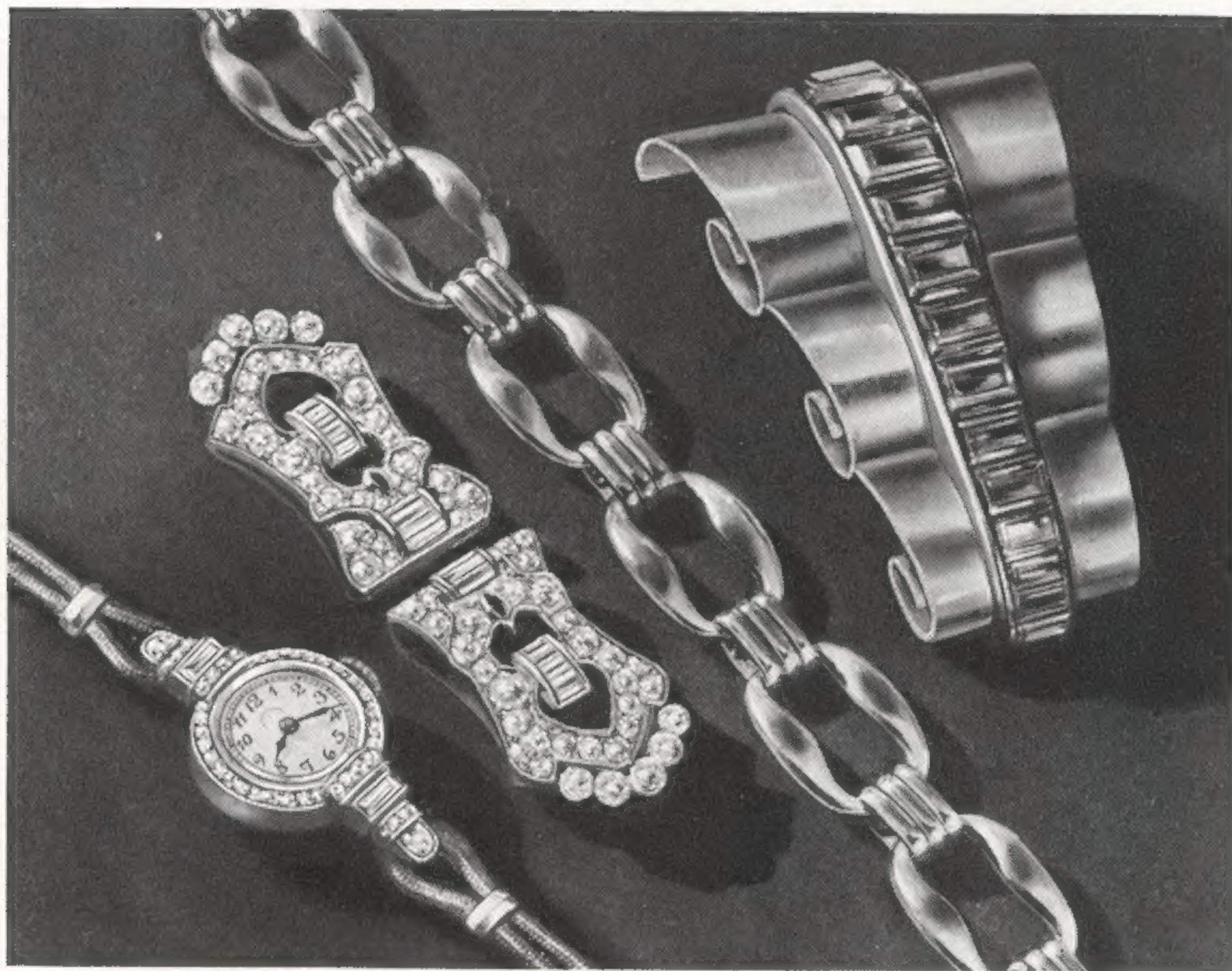


Vanettes' wispy sheerness adds a touch of glamour to exciting Fall evenings and lends exquisite flattery to busy Fall days. In glowing new shades for Autumn, Vanettes deftly complement Fall wardrobes for all occasions. Sold in leading department stores and smart shops of America.

*An expert's "tricks" to make your hosiery wear longer are available in a booklet, free on request . . . . . Write to VANETTE HOSIERY MILLS—Dallas*

*Vanette*  
Sheer Crepe  
HOSIERY





DIAMOND WRIST WATCH	\$425.
PAIR OF DIAMOND CLIPS	
WHICH MAY BE WORN AS A BROOCH	1200.
GOLD BRACELET	54.
GOLD AND TOPAZ CLIP	300.

# TIFFANY & Co.

FIFTH AVENUE & 37<sup>TH</sup> STREET, NEW YORK

QUALITY, SMARTNESS AND VARIETY  
MODERATELY PRICED

CHEST CONTAINING 7 LOTS OF 8 INDIVIDUAL PIECES OF STERLING SILVER FLATWARE	\$270.
TWELVE GOBLETS	14.
TWELVE MINTON CHINA PLATES	
EIGHT INCH SIZE	38.
STERLING SILVER AND GLASS JELLY JAR, RED LACQUERED KNOB; WITH SPOON	15.





# Significant of the Trend for Finer Things

... this coat of silver,  
with the FROMM trade-  
mark stamped on the  
leather side of each pelt

You love to wear Fromm  
Fox ... not only because it gives  
you that exciting feeling of look-  
ing your romantic best ... but be-  
cause you know its background.  
You know that special breeding  
over many generations makes it  
fabulously *bright-with-silver* ...  
luxuriously large and deep in  
silky fur that is absolutely free  
of rust or tinge. You know that  
famous designers all over the  
world use it for their most im-  
portant fashions. You even have  
the pedigree certificates of your  
Fromm Foxes, sent to you in  
exchange for the Fromm medal-  
lions, which you ask for wher-  
ever you buy your furs, and mail  
to Fromm Brothers, Inc.,  
Hamburg, Wisconsin.



Designed by HATTIE CARNEGIE, New York City  
Courtesy, I. MAGNIN & CO.,  
California • Seattle

**FROMM**

*Bright with Silver*

PEDIGREED FOXES





**BEST & CO.**

Fifth Avenue at 35th Street



Introducing  
**"COUNTRY TOWNERS"**

Shirt-and-skirt classics  
 for active young women

The good sports classics are more indispensable than ever in this season of dressy afternoon clothes; so we bring you a new line of shirt-and-skirt costumes . . . our exclusive "Country Towners" . . . simple and smart in cut, reasonable in price. Here is the first . . . ideal for country, campus, or your Autumn golf. Its neutral heather mixtures blend with any color you may choose for accessories. You'll find both shirt and skirt a joy to wear . . . together or combined with separate tweed skirts, sweaters, or blouses. (Lapel pin extra) Sizes 12 to 20.

Natural or oxford gray  
 heather mixture wool jersey

Blouse	Skirt
<b>3.95</b>	<b>5.00</b>

Mail orders filled





beauty Distinction glamour  
Charm Beauty  
Dorothy Gray  
REG. U.S. PAT. OFF.  
Loveliness Glamour Charm beauty distinction

If your skin resents heavy  
face powder..or is inclined to be sensitive  
..guard its delicacy with

## PORTRAIT FACE POWDER

**New...and needed!** The new Portrait Face Powder suffuses skin with a "soft-focus" look of clarity and fineness. *But more than that*—it does not contain a single ingredient generally suspected of arousing *allergies!* No starch! No orris root! Is your skin sensitive? Are you tired of that coated look some powders give? If so, you will find Portrait Face Powder a joy. The powder itself is so light, it fluffs...yet it clings tenaciously

for hours. Its "emollient ingredient" helps guard your skin against the effects of wind, sun, heat. Try this unusual face powder. Revel in the fragile, fine-textured look it lends your skin!

**2 new shades...** The high-spirited *Glo-Rachel* and the tender *Special Blend*. Both in tune with fall's sweet-and-feminine mood. Also comes in other famous Dorothy Gray skin-tone shades. \$1.



### The 3 places where Age-Signs first find a Skin-Hold



**Your Nose...** Coarse pores and blackheads are the bane of many a nice nose. Start right away to loosen dirt and stale make-up... Use Dorothy Gray Salon Cold Cream—a thorough cleanser. It has the richness of a cold cream—the fluffy blandness of a melting cleanser. A triple blessing, it softens...as it freshens...as it cleanses! \$1, \$2, \$3.50.



**Your Eyes—**If tiny lines and crow's-feet haunt the areas around your eyes, other lines may be on the way—all over your face! To combat dry-skin crinkling and "cold weather lines," use Special Dry Skin Mixture nightly... with an extra pat or two for lines. Its luscious lubrication coaxes your face to feel softer, more pliant. \$2.25, \$5, \$8.



**Your Throat—**Here lines may slip in almost unnoticed... crêpey throat may follow! Every night stroke on Dorothy Gray Throat Cream briskly... to help stimulate local circulation, liven up sallow tone. This rich lubricating cream helps tremendously to keep your neck line looking supple. \$2, \$4. With double tailored Chin Strap, \$5.

**DOROTHY GRAY SALONS...** a corporation, successor to Dorothy Gray... 683 Fifth Ave., New York... Paris... London. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Los Angeles... Denver... Washington Boston... Milwaukee... Buffalo... Norfolk... Atlanta... San Francisco... Seattle Brussels... Amsterdam... The Hague... Rotterdam... Cannes... Nice... Monte Carlo And the Grace Line "Santa" ships. Copyright, 1938, by Dorothy Gray Co., Ltd.

There are many other exquisite Dorothy Gray preparations also at smart department and drug stores



ON THE PLAZA • NEW YORK  
**BERGDORF  
GOODMAN**  
5TH AVENUE AT 58TH STREET



*Lampblack crepe —  
an apron full  
of silver fox  
matching the jacket.*



D'ORSAY PRESENTS *Belle de Jour*



FROM PARIS COMES A  
SOPHISTICATED NEW FRAGRANCE  
THAT WHISPERS

"Someone lovely has just passed by"



# Bonwit Teller



**B** LUE FOX MAGIC—a wonderfully well-fitting plum wool coat with its own separable sleeve-and-stole arrangement of magnificent blue-dyed fox. The magic is that the foxes slip off to garland you regally in a day dress or wrap you in an evening jacket of Arctic splendor, 650.00 MISSES' AND WOMEN'S COATS, FOURTH FLOOR

FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK





LACIE



TEMPTA



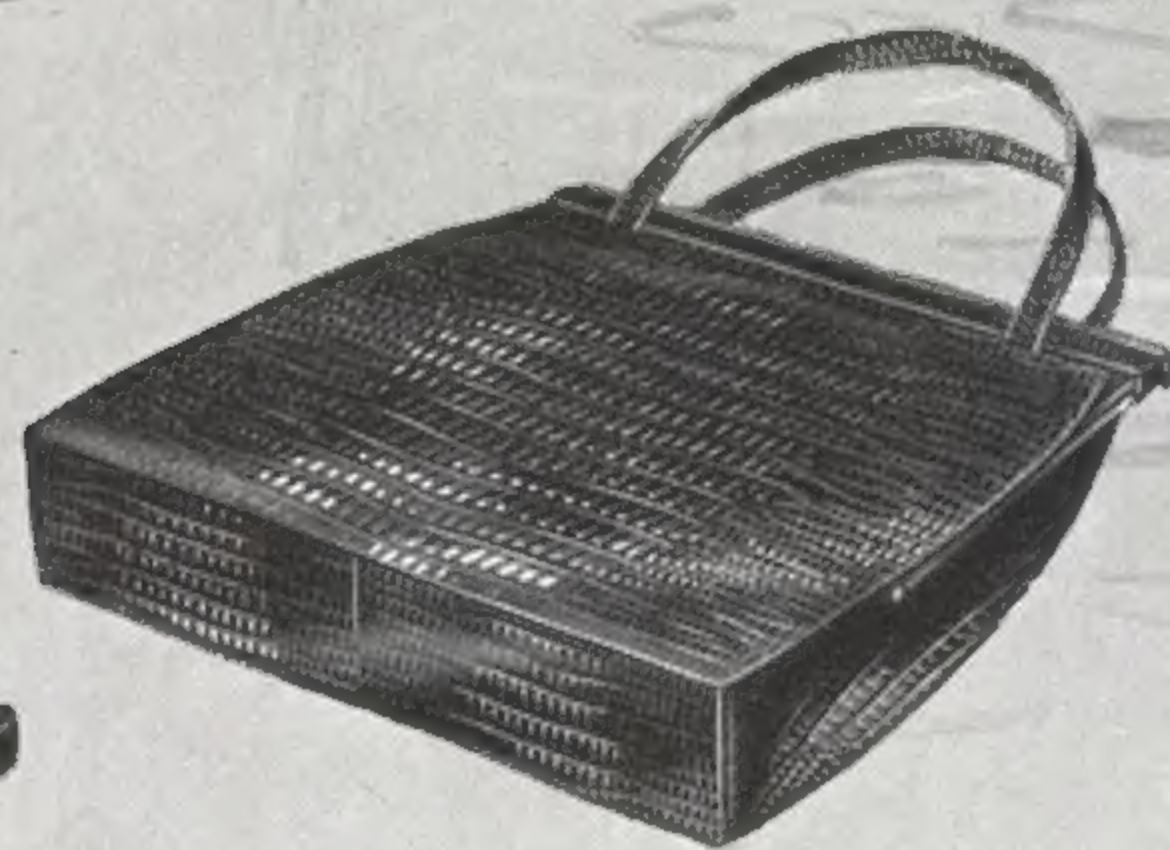
RUTHEL



TUDOR



SCALLO



# lagarto

... RARE ALLIGATOR LIZARD, LIKE PRICELESS MOSAICS IN MINIATURE



Strange, the whims of nature, to place the emerald deep in the bowels of the earth — the chinchilla on the high Andes — and the wary little *lagarto*, with its exquisite mosaic-like skin large enough for but a single shoe, in the trackless jungle of Brazil.

And who but Andrew Geller would hazard the cost of things so subtle? Who else, truly would have the patience to match the skins, like sparkling gems, for single pairs of shoes — then, too, have the fashion-wit to dye them petrol blue, briar-root brown, patina rust, plum and glistening onyx.

ANDREW GELLER

Exquisite Footwear  
537 FIFTH AVENUE • NEW YORK



TRUE STYLE KNOWS NO SEASON



When you buy your Winter costume, think beyond the image reflected in the store's mirror. This important purchase should be more than a brief glimpse of the season's fashionable lines. It should be an assurance of style which will endure through many months of hard wear and retain its beauty to the end. Forstmann Woolens are supreme in

style. They are featured by the foremost creators of women's clothes. Only the best grades of pure virgin wools are used. Carefully selected dyes are a guarantee of permanent color beauty. In costumes and by the yard at all good stores throughout the country. Forstmann Woolen Co., Passaic, N. J. Sales Office: Empire State Building, New York City.

*This label is provided for all costumes made of Forstmann Woolens. Look for it.*

*Forstmann Woolens*

7122

100% VIRGIN WOOL-SUNTESTED DYES





HENRY WAXMAN

*Luxury of full and silky skins, slim fluid lines  
in a superlative coat of blended Hudson Bay Sable.*

*So limited are skins of such quality that only a few women  
can own a coat of this calibre. Presented by Neiman-Marcus  
at a price never before equalled. Five thousand dollars.*

NEIMAN-MARCUS • Dallas



# A NEW FUR STAR RISES



GRAY-O'REILLY

The dark shadowy beauty of baby fisher  
in an evening coat . . . newest luxury  
in our brilliant winter fur collection

*gray thorpe*

---

FIFTY-SEVENTH STREET WEST



MARY PICKFORD  
INTRODUCES  
HER OWN AIDS TO BEAUTY



**I**N OFFERING TO THE WOMEN OF AMERICA the exact beauty aids which I personally have been using, I have insisted, despite precedent, that they be priced within reach of all women . . . I can truthfully say that I have found these few wholesome, simple and effective skin-care preparations the most satisfactory I have ever known. Naturally, only the very finest of ingredients have been used.

When I had these products made up for my exclusive use, they actually cost me considerably more than the prices I have placed on them for you. To cite just three instances, the cleansing cream, the tissue cream and the soap literally cost me four and five times the amounts at which I am pricing them. These moderate prices are possible because large quantities are now being made instead of just enough for my own personal requirements. Again let me assure you every ingredient remains the same.

If you will but try Mary Pickford cosmetics, I am confident you will be as gratified with the results as I have been.

*Mary Pickford.*



CLEANSING CREAM . . . 60c	SOAP . . . . . 25c
TISSUE CREAM . . . . . 85c	SKIN FRESHENER . . . 60c
COLD CREAM . . . . . 60c	ROUGE (6 Shades) . . ea. 60c
POWDER (6 Shades) . ea. 60c	LIPSTICK (6 Shades) . ea. 60c

Ask for booklet

MARY PICKFORD COSMETICS, INC.

NEW YORK

HOLLYWOOD





**the new**

**country clothes shop**

home of some of the most beautiful tweeds in the world. The Championship Tweeds garnered by Helen Cookman. Collectors' tweeds by Rodier, John Barr, Linton. Handwoven Harris tweeds. Tweed specialties from Jaeger House of London. With them, superb sweaters, dresses. And a special shop for sports hats. WE INVITE YOU TO VISIT OUR NEW COUNTRY CLOTHES SHOP ON THE FIFTH FLOOR—even the chairs are of tweed.

**Lord & Taylor**

Fifth Avenue, New York



# SILK

*First in loveliness - first in quality*



*-definitely- 1938*

Fabric awareness is definitely 1938. That is one reason why—no matter how lovely the fashion—you should insist on knowing that the gowns you buy are made of quality silks. For beauty fine silks are unexcelled and good silk gowns will wear and keep their loveliness through repeated cleanings and will retain both their shape and their spirit through it all. It is definitely 1938 to know that your gown is just as good as it looks so whether it is made of satin, taffeta, crepe or velvet, make sure it is a quality silk.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK



Prelude to Dining...  
wool crepe gown and  
tiny plumed hat that  
reaches for the moon.

Henri  
**Bendel**  
10 WEST 57  
NEW YORK







SKETCHED IN PARIS BY WILLAUMEZ

*Marshall Field*





**Fundamentals and Fripperies at Field's;** both well represented in peak-of-the-season Collections that draw on all the resources of a great store! Emphasis now on copies and adaptations from the recent Paris Openings. Fundamentals...a wide choice of basic clothes for town. New furs. New solid Scotch tweeds. New hats and accessories; originals and reproductions of our own Paris models. Fripperies ...important nonsense: the mad hats, out-size muffs, violet gloves, fantastic jewels, that give a final fillip to your new season portrait.



*Opposite page:* Copies of Balenciaga's sculptured mat rayon jersey dress, \$65. Worn with Suzy's new felt "schooner"

For high coiffures, Molyneux violet velvet toque with alluring scarf-veil tucked under the chin . . . \$22.50

Indian gilt necklace with simulated jewel drops, \$7.50

Embossed gilt Persian choker with paillette drops, \$9.00

Multicolour stone-set tassel fantasy for a clip . . . \$5.00

Below: Intense pastels streaked across duvetyn scarf, \$8.95

Big bag news: mammoth black suede pouch with bracelet handle, \$22.50. Violet suede 6 button slipon gloves, \$5.00



*& Company* • CHICAGO





IN CROWN TESTED RAYON 25.00

**JANE ENGEL**  
MADISON AVE. AT 79TH ST. NEW YORK



ADEM, Inc., 111 Newbury St., Boston, Mass. • CHEZ NOUS, Inc., 122 E. Delaware Pl., Chicago, Ill. • MILDRED FENTON,  
1 W. Bishop's Rd., Baltimore, Md. • ROSE GRASTENFIELD, 231 Oliver Ave., Pittsburgh, Pa. • JOSEPHY, Inc., 268 N. Beverly Drive,  
Beverly Hills, Calif. • THE LAMSON BROS. Co., Jefferson Ave. & Erie St., Toledo, O. • MABLEY & CAREW, Cincinnati, O. • HARVEY  
NICHOLS & Co., Ltd., Knightsbridge, London, S. W. 1, Eng. • CHARLOTTE PARKER, 1709 H St., N. W., Washington, D. C. • JOSEPHINE SCULLIN,  
387 N. Euclid, St. Louis, Mo. • TOWN & COUNTRY, 13 So. Angell St., Providence, R. I. • DOROTHY WOODWARD, 2460 Fairmount Blvd., Cleveland, O.



You'll find these exciting back-to-school wardrobe fashions at these stores... only one store to a city.

NEW YORK...Lord & Taylor

Akron, Ohio.....	A. Polsky Co.
Albany, N. Y.....	W. M. Whitney & Co.
Anderson, Indiana.....	Fair Dept. Store
Appleton, Wisc.....	Bee Frank
Asheville, N. C.....	Bon Marche
Atlanta, Ga.....	Rich's, Inc.
Baltimore, Md.....	Stewart & Co.
Beaumont, Texas.....	White House D. G. Co.
Binghamton, N. Y.....	Hills, McLean & Haskins
Birmingham, Ala.....	Burger-Phillips Co.
Boise, Idaho.....	The Mode, Ltd.
Boston, Mass.....	R. H. Stearns Co.
Buffalo, N. Y.....	The Wm. Hengeler Co.
Canton, Ohio.....	Halle Bros. Co.
Charleston, W. Va.....	Teffords
Charlottesville, Va.....	The Style Shop
Chattanooga, Tenn.....	Loveman's Inc.
Chicago, Illinois.....	Marshall Field & Co.
Cincinnati, Ohio.....	H. & S. Pogue Co.
Cleveland, Ohio.....	Halle Bros. Co.
Columbus, Ohio.....	F. & R. Lazarus Co.
Dallas, Texas.....	M. L. Thompson Co.
Dallas, Texas.....	Dreyfuss & Co.
Dayton, Ohio.....	Rike-Kumler Co.
Denton, Texas.....	H. M. Russell & Sons Co.
Denver, Colorado.....	Daniel & Fisher Stores Co.
Des Moines, Iowa.....	Younkers Bros. Inc.
Duluth, Minn.....	Oreck's Inc.
Elmira, N. Y.....	The Gorton Co.
Enid, Oklahoma.....	Herzberg's Dept. Store
Erie, Pa.....	Halle Bros. Co.
Fall River, Mass.....	R. A. McWhirr Co.
Fayetteville, Ark.....	Boston Store Dry Goods Co.
Fort Smith, Ark.....	Boston Store Dry Goods Co.
Fort Worth, Texas.....	The Fair Store
Fresno, Calif.....	E. Gottschalk & Co., Inc.
Fulton, Missouri.....	W. E. Blattner & Sons
Gloucester, Mass.....	Wm. G. Brown Co.
Grand Rapids, Mich.....	Herpolsheimer Co.
Great Falls, Montana.....	Paris Dry Goods Co.
Harrisburg, Pa.....	Mary Sachs
Hartford, Conn.....	G. Fox & Co.
Honolulu, Hawaii.....	McInerney, Ltd.
Houston, Texas.....	Levy Bro. Dry Goods Co.
Huntington, W. Va.....	The Kiddy Korner
Indianapolis, Indiana.....	L. S. Ayres & Co., Inc.
Jacksonville, Florida.....	Cohen Bros.
Kalamazoo, Michigan.....	Aunt Katie's Shop
Kansas City, Mo.....	Harzfeld's
Knoxville, Tenn.....	Anderson, Dulin, Varnell Co.
Lake Charles, La.....	Muller Co.
Little Rock, Ark.....	M. M. Cohn Co.
Los Angeles, Calif.....	J. W. Robinson Co.
Louisville, Ky.....	The Stewart Dry Goods Co.
Madison, Wisc.....	Harry S. Manchester, Inc.
Marshall, Texas.....	Joe Weisman & Co.
Memphis, Tenn.....	The John Gerber Co.
Milwaukee, Wisc.....	T. A. Chapman Co.
Minneapolis, Minn.....	Dayton Co.
Montreal, Canada.....	Henry Morgans Co., Ltd.
New Orleans, La.....	Leon Godchaux
New York, N. Y.....	Lord & Taylor
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Parkersburg, W. Va.....	Dils Bros. & Co., Inc.
Pasadena, Calif.....	F. C. Nash & Co.
Philadelphia, Pa.....	The Blum Store
Phoenix, Arizona.....	Goldwater's Mercantile Co.
Pine Bluff, Ark.....	Froug Co., Inc.
Pittsburgh, Pa.....	Kaufman Dept. Stores, Inc.
Portland, Maine.....	J. E. Palmer Co.
Portland, Oregon.....	Meier & Frank Company
Poughkeepsie, N. Y.....	Luckey, Platt & Co.
Providence, R. I.....	Gladling's, Inc.
Richmond, Va.....	Thalhimer Bros.
Riverside, Calif.....	Rouse's, Inc.
Roanoke, Va.....	S. H. Heironimus Co.
Rochester, N. Y.....	Sibley, Lindsay & Curr Co.
Sacramento, Calif.....	Weinstock-Lubin Co.
San Angelo, Texas.....	Cox, Rushing, Greer Co.
San Antonio, Texas.....	Jaske Bros. Co.
San Diego, Calif.....	Marston Co.
San Francisco, Calif.....	The White House
Scranton, Pa.....	The Heinz Store
Seattle, Washington.....	Best's Apparel, Inc.
Sioux City, Iowa.....	Davidson Bros. Co.
South Bend, Indiana.....	Robertson Bro.
Spartanburg, S. C.....	August W. Smith
Springfield, Illinois.....	John Bressmer Co.
Springfield, Mass.....	Forbes & Wallace
St. Louis, Mo.....	Scruggs-Vandervoort-Barney, Inc.
St. Paul, Minn.....	Field-Schlick, Inc.
St. Petersburg, Florida.....	Lowrey's
Syracuse, N. Y.....	C. E. Chappell & Sons, Inc.
Texarkana, Ark.....	Ben F. Smith D. G. Co.
Topeka, Kansas.....	Crosby Bros. Co.
Trenton, N. J.....	H. M. Voorhees & Bro.
Troy, N. Y.....	The Peerless Co.
Tulsa, Okla.....	Brown Dunkin D. G. Co.
Tyler, Texas.....	Mayer & Schmidt
Vicksburg, Miss.....	The Style Shop
Waltham, Mass.....	Grover-Cranin
Washington, D. C.....	Woodward & Lothrop, Inc.
Wassau, Wisc.....	Schmidt Sisters
Wichita Falls, Texas.....	W. B. McClurkin & Co., Inc.
Wilkes-Barre, Pa.....	The Kiddie Shop
Worcester, Mass.....	John C. MacInnes Co., Inc.



“Lounger Crowd Fashions”\*\*

exclusive clothes for young Americans of  
high school age (sizes 12 to 16)...famous favorites  
from East Coast to West!

"BUTTON-BUTTONS"... (left). A grand, warm collar of sheared beaver on Inca rust or Gobelin blue tweed warmly interlined. 25.00  
Hat, copy of Agnes, 3.95  
"TRIG N' TRIM"... (right). Handsomely tailored reefer in teal blue or hunter green Shetland tweed. Warmly lined. 19.95  
Tyrolean hat, same colors, 3.95

\*Reg. U. S. Pat. Off.





*"You just  
know  
she wears  
them"*

# FOR FIRST-NIGHTERS

Debut of two McCallum luminaries...both to wear with gala spirits before and after  
six. There's stocking melodrama in the new 57-gauge clocked Satinskins'—so luminous they

have the decorative value of jewels...so lustrous they're part-and-parcel of every Frenchwoman's  
chic. Second star is the exquisitely sheer "Platform" sandal stocking, launched at the very moment when jeweled

and choppy platform sandals are the shoe motif for evening. Each stocking a dramatic accomplice to your party wardrobe.

## McCALLUM PROPPER

## STOCKINGS STOCKINGS





GEORGE PLATT LYNES

*Hattie Carnegie*



... FORTY-TWO EAST FORTY-NINTH STREET, NEW YORK CITY ...





Mme. Nicole elle-même

NICOLE DE PARIS, INC., 25 EAST 55TH STREET, NEW YORK CITY

HATS

GOWNS

WRAPS

FURS

*Nicole*



## PECK & PECK'S NEW WAYS WITH TWEEDS-AND-FURS!



Of first importance this Fall—the broad-shouldered fur jacket with that becomingly “bulky” look. And what is more logical than to transform said jacket into a notable ensemble, as we’ve done here. (Just *one* of our happy new combinations of smart furs with fine tweeds.) The coat—of beautiful tipped Australian opossum—is banded cardigan fashion and also lined with the same rich nubby gray woolen that makes the box-plaited skirt.

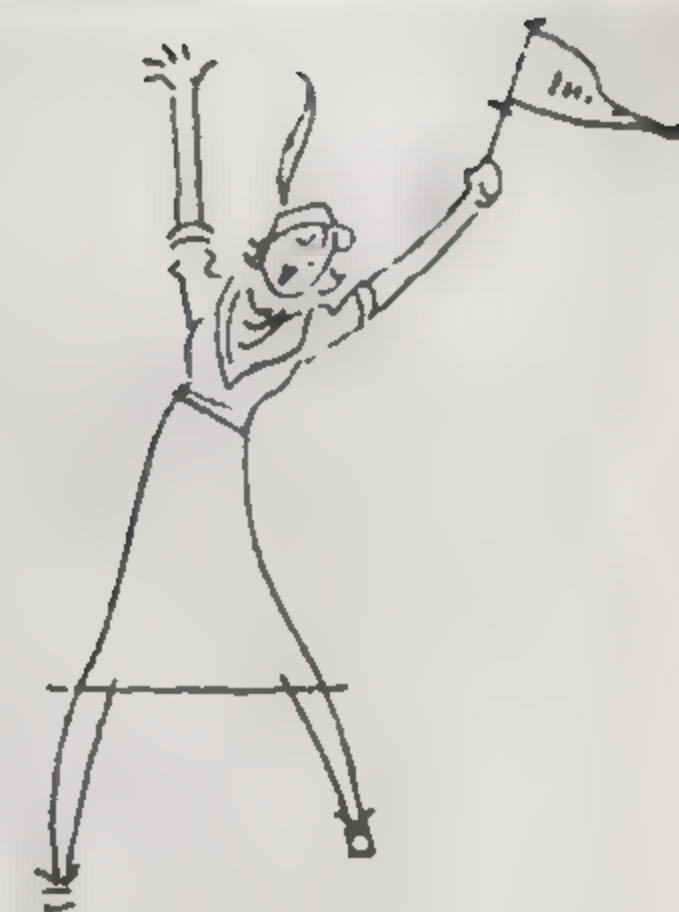
The ensemble, \$195.00

*Peck & Peck*



*How clever!*

the pennant, seal and nickname  
of your favorite school on



# "CHEER-LEADER" Scarfs

reg. applied for



Now you and your classmates can flaunt your school loyalty wherever you go. Smart collegians are wearing them around the neck, frontwards or backwards; around their waists; babushka-like, over their heads; or trailing gaily from a breast pocket... And that nice boy who takes you to the games will be proud if you have a "Cheer Leader" Scarf with *his* pennant.

"Cheer Leader" Scarfs are gay, amusing, smart. 24-inch squares of pure silk satin, hand-rolled, hand-printed with exciting scenes of gridiron and sidelines. The authentic colors, seal and nickname of your favorite school or college is displayed in the front corner. **\$1.00**



NOTE: If your local store does not carry "Cheer Leader" Scarfs for your school or college, bring your pennant to the neckwear department and it will be made to order for you and your classmates.

*A Chaco Product*  
**CHARLES A. CORNIBERT**  
43 West 36th St., New York City

\*Patents applied for



Stores selling "Cheer Leader" Scarfs feature this display! Look for it. (Write us for address of store nearest to you selling these scarfs).



You still  
can't beat  
a

right:

Bramley tucked one-piece with contrasting leather accents. Black, new romance, rural autumn, Vintage '38, in rayon crepe. Sports Shop, Third Floor. 19.95

extreme right:

Bramley 4-pocket Shetland suit in black, burnt wine, brown, plumberry, peacock blue, sea-wood green. 12 to 20. Suit Shop, Fifth Floor . . . 29.95

BRAMLEY  
EXCLUSIVELY  
*Franklin Simon's*  
Reg. U. S. Pat. Off.

This new 1938 crop of Bramleys\* have a grand old name and a brand new future...with the same simplicity, gaiety and good taste that made the original Bramleys\* famous!

FRANKLIN SIMON EXCLUSIVE IN NEW YORK

\* Reg. U. S. Pat. Off.

left:

Bramley adaptation of Schiaparelli's wool and velvet in black, wine, pontiff purple, teal blue... Sizes 10 to 20. Misses' Better Dresses, Fourth Floor. 29.95

*Franklin Simon's*  
NEW YORK • GREENWICH  
FIFTH AVENUE AT 14TH STREET





*They're the very soul of style and quality. Left style 907, right style 906  
Both are \$69.50. Always at the leading store. Write for the name of yours*

# \* ROTHIMOOR COATS

\* REG. U. S. PAT. OFF. ©

FOR DRESS - FOR SPORT - FOR TRAVEL

MERCHANDISE MART • CHICAGO



SHALIMAR



PARFUM DE  
GUERLAIN





PRINCESS DARIA OBOLENSKY

Hat by Lilly Daché

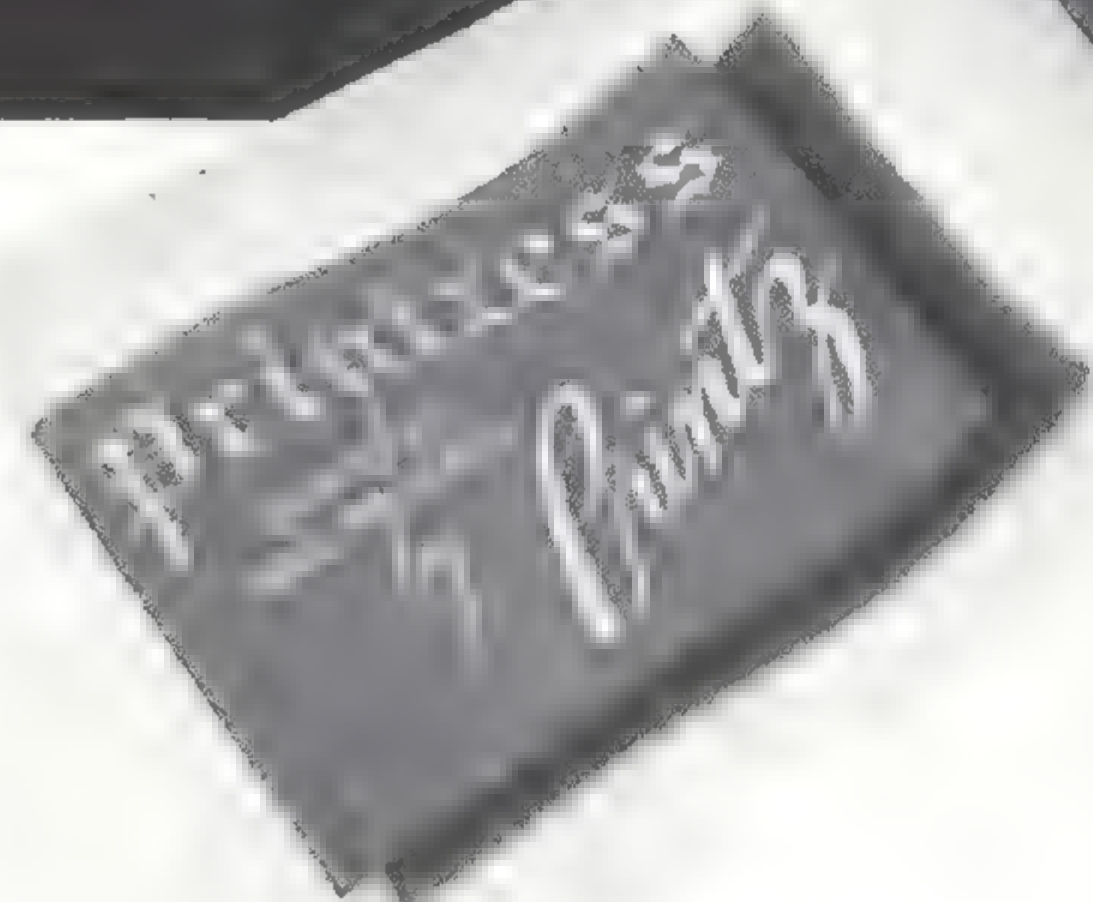
# Printzess Royalty Fashions



DESIGNED FOR A  
PRINCESS  
and YOU!



Coats with such simple grace, such quiet dignity, such lasting charm that they find favor with every smart woman, be she a Princess or plain U. S. A. Here we see Princess Daria Obolensky, famous fashion leader of two continents. She wears a Kolinsky crowned coat of Juilliard Sudana slimmed to her slender waist, gently flared at the hem... a Printzess Royalty Fashion with a long quality pedigree that insures its lasting beauty. And, for wider choice, there are Printzess Travelures, Casualaires and tweeds for you to select from, all of them giving you a welcome surprise in value. The PRINTZ-BIEDERMAN COMPANY, Cleveland, New York.



PRINTZESS FASHIONS ARE FEATURED IN NEW YORK by Saks 34th Street; in Cleveland by The Lindner Coy; in Boston by Chandler & Co.; in Pittsburgh by Kaufmann's; in Washington, D. C. by Lansburgh & Bro.; in New Orleans by D. H. Holmes Co., Ltd.; in Cincinnati by Mabley & Carew Co.; in Portland, Oregon, by Meier & Frank Co., Inc.; in Atlanta, Ga., by Davison-Paxon Co.; in Tulsa by Vandever; in Dallas by W. A. Green Co.; in Scranton by The Globe Store; in Wichita, Kansas, by Walker Brothers; in Wilkes-Barre by Lazarus; in Roanoke, Va., by Joseph Spigel, Inc.; in Denver by The Denver Dry Goods Co.; in Fort Wayne by Wolf & Dessauer; in Oklahoma City by Halliburton's; in Seattle by Proctor's; in South Bend, Indiana, by Robertson Bros. Department Store, Inc.; in Terre Haute by The Herz Store, Inc.; in Lexington, Kentucky, by B. B. Smith & Co.; in Rochester by B. Forman Company; in Lincoln, Neb., by Gold & Co. And in more than a thousand other cities from coast to coast. Look for the Printzess label.



# 15 years of sheer work behind this hosiery!

THE CANNON NAME is new to you on silk stockings, but you've known it long in buying towels and sheets.

And for fifteen years Cannon has been making (studying and improving) women's full-fashioned silk hosiery; selling it under store names . . . perhaps you've even bought and liked it.

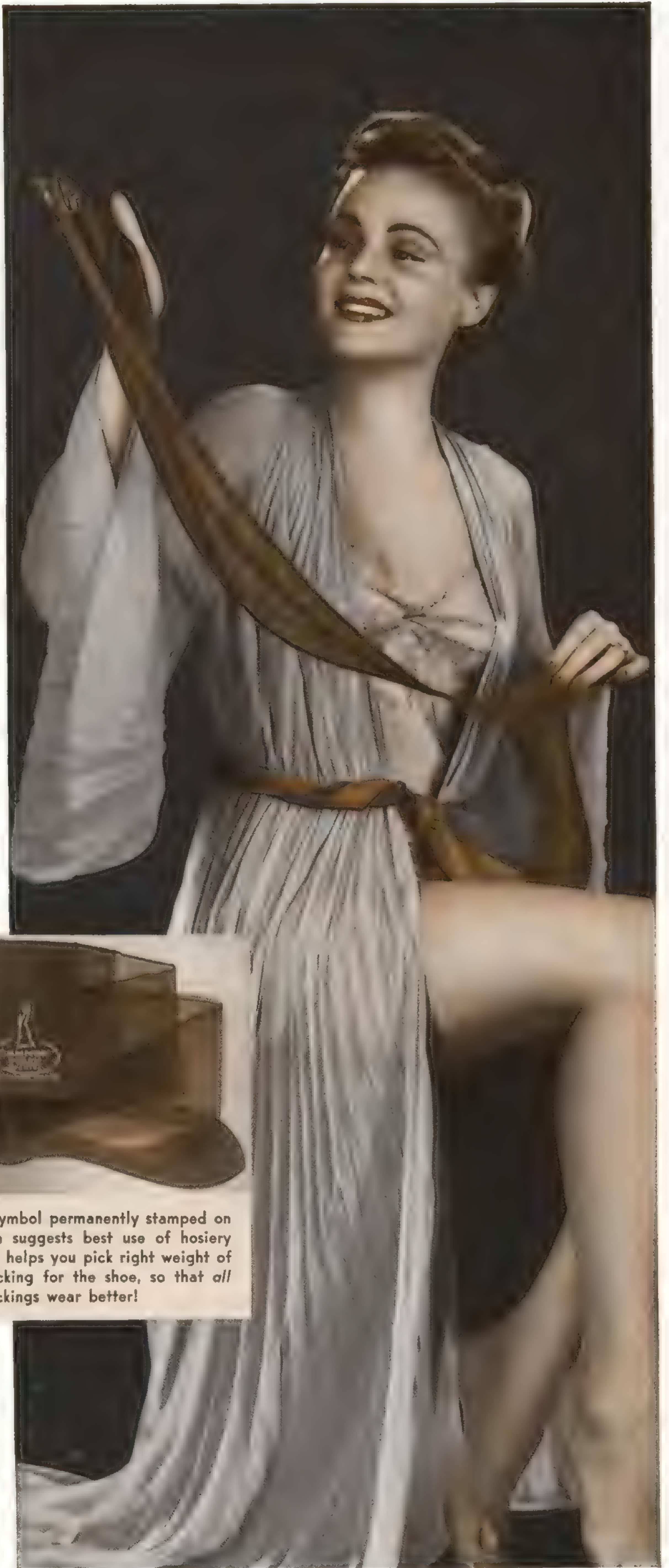
Now, however, you'll readily identify Cannon hosiery stamped with its own Cannon name . . . stockings as sheer as a dream, and as clear as starlight!

They're made in the biggest hosiery mill in the South . . . a mill just recently equipped with an additional half-million dollars' worth of the newest and most efficient machinery.

This includes a whole battery of air-pressure testing machines that test every single stocking for invisible flaws and weak points. And every pair is given *three* Final Inspections.

Cannon hosiery, from 79c to \$1.15, offers (like all Cannon products) better value at the price.

As in towels and sheets, you get plus-value in Cannon products because of the size of the mills and their manufacturing efficiency. And here's a steady source of supply for hosiery you like and wish to rebuy.



Every pair triple-inspected and sealed at the mill in Cannon's exclusive Cellophane Handy Pack . . . hosiery perfect when you buy it and fresh until you use it!

Complete buying information, including thread-count, size and shade, on *outside* of the Handy Pack. No need to open Pack till you want to use the hosiery.

A symbol permanently stamped on hem suggests best use of hosiery and helps you pick right weight of stocking for the shoe, so that *all* stockings wear better!

**Cannon**  
**Hosiery**  
PURE SILK, FULL-FASHIONED

FROM CANNON MILLS • MAKERS OF CANNON TOWELS, SHEETS AND PURE SILK HOSIERY





## You can walk in the rain—now —and be proud of your feet

The Paris-approved fashion for Gaytees in the rain is taking hold in America. As pavements gleam to reflect their enchanting new colors, Gaytees do more than keep your shoes dry and your feet warm. They help you appear at your best in every kind of storm, from the gentle shower through the cloudburst to the blizzard. Their complete waterproof protection is as flattering as it is comfortable. Their colors add new accents to your favorite costumes. Year-'round favorites, Gaytees present a wide variety of designs to meet every wardrobe need, every fashion whim.



Rain hard, spatter high. Gossamer Gaytees save the ankles in cool comfort. Liquid latex is applied to stretchy fabric by an exclusive process for extraordinary elasticity. On and off without tugging—the feminine though swashbuckling boot at the right. The new version (left) has a Kwik slide fastener for a smooth, snug line over the instep. Gossamers are unbelievably light weight.

When Madame Lyolene wrapped the front around the ankle to snap at the back she gave Eversmart Gaytees an exclusive advantage. They open out generously to slip on and off without soiling gloves, yet overlap snugly for complete protection. Cool and flattering with nice costume accents in this year's new colors.



Three types: zephyr-weight foothold, leather finish rubber, and strap oxford.



Fabric Gaytees in the snow. Wool plaids for country days. Fur-trimmed velvet for city nights.

# Gaytees

REG. U. S. PAT. OFF.

There are 32 Gaytees styles ranging from \$1.39 to \$5.00

ADMIRED OF PARIS

United States Rubber Company

United States Rubber Products, Inc., 1790 Broadway, N. Y.







# GATEWAY

In a unique and smartly modern Autumn bag, David Lewis has employed a gold frame which swings in and out with gate-like action. When closed, the frame meets sharply in the center, fitting snugly under the arm. When open, it forms a perfect square, outlined by the famous feather-touch Conmar Slide Fastener . . . thus assuring security and easy access.



Safeguarded with  
Conmar Slide Fastener



*Koret introduces a*

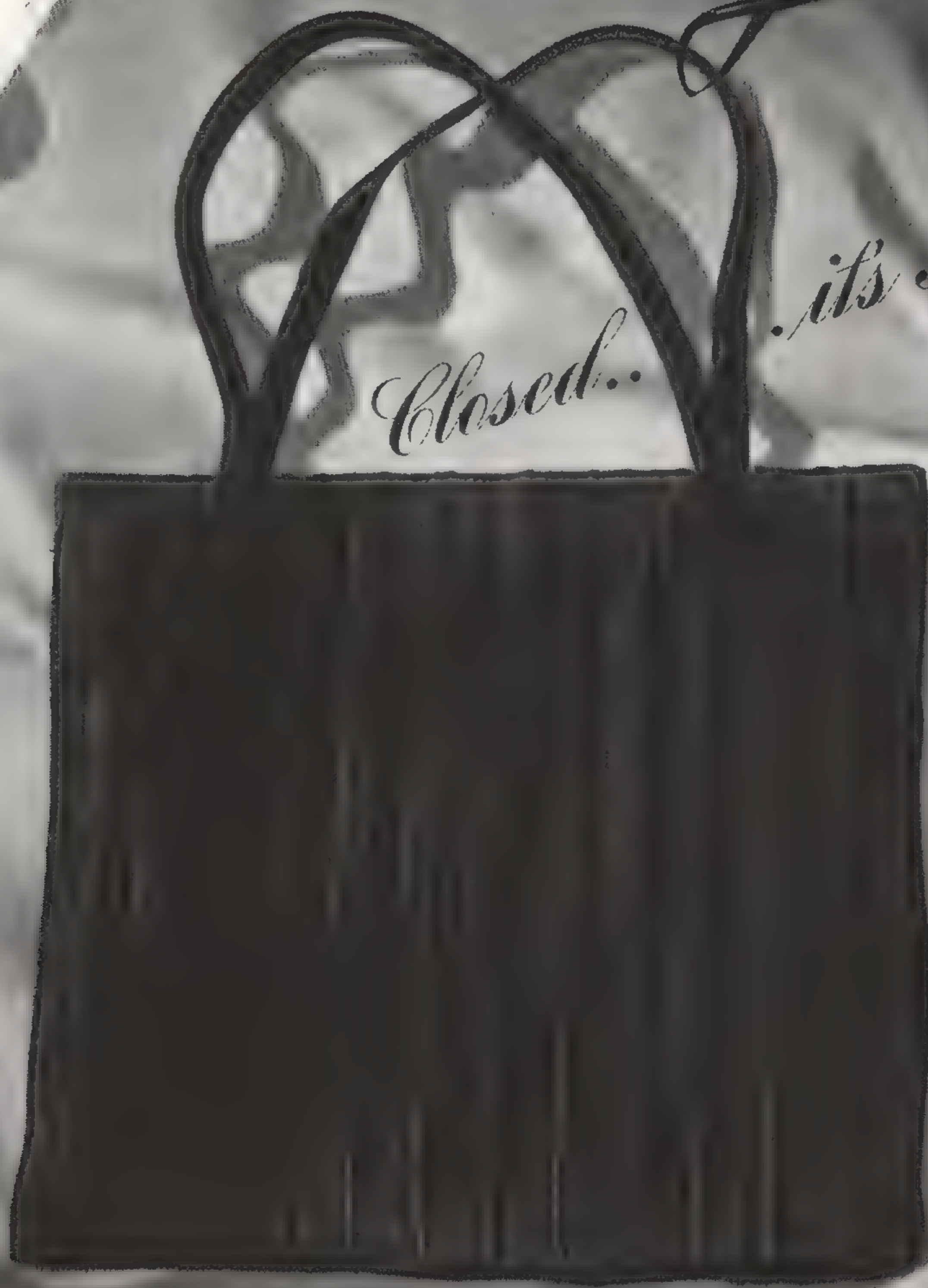
*Pull...it's open*

*...it stays Open*





# *Sensational handbag Closure*



*Closed... it's Airtight*

## **KORET'S**

Fall Opening again brings you something new in handbag design...the amazing, entirely invisible Fa-cile Fastener. It's completely revolutionary, yet you can't imagine a more simple closure. Just a gentle pull and voilà! ... Fa-cile opens wide and stays open until you flick it with your fingers. Then it snaps air-tight ... and we mean just that. You literally have to squeeze the air out! You'll find this modern marvel used in a variety of interesting ways in Koret's exciting Fall collection. For it's Fa-cile that has enabled Koret to achieve the smart simplicity of line that distinguishes these new Handbag Originals.

*the mark of a Koret Original*



# *Fa-cile Fastener*

Patented and Patents Pending





**du pont rayon** *Winter spice in "Onda-Ray"... a moss point  
weave of Du Pont Rayon... the rayon of elegant women. Suede  
mellow to touch. Superb puff embroidery. Colors to spice furs!*

*For the important store in your city, write Eisenberg & Sons*

**Eisenberg & Sons**  
ORIGINAL

847 JACKSON BOULEVARD, CHICAGO







# Worth a King's Ransom

...and it doesn't cost you a cent!

You can't weigh it, you can't sell it by the yard. It's the most intangible and desirable element in fashion . . . and it has nothing to do with price. We're talking about good taste—and the integrity of the name behind the fashion.

In the motor industry, the world's largest manufacturer of cars is famous for sixteen-cylinder luxuries and small popular-priced cars as well. And in each instance you may be certain that you are getting maximum value.

The same situation holds true in fashion where Stroock, for many years, has established the same ascendancy in the making of fabrics for men, women and children. Whether you want an utterly exclusive Vicuna coat at four or five hundred dollars, or a knockabout reefer for your youngster to wear to school, be sure that it is labeled "Stroock". For Stroock weaves patrician fabrics for every purse and purpose. And each material brings you the last word in style and the utmost possible quality for its price.

Stroock has specialized in the blending of the world's finest fibres, grown by the world's rarest animals—vicuna, kashmir goat, camel, llama, alpaca, suri, guanaquito, and other fabulous species. The Stroock fabrics made therefrom have won a unique place in the world of fashion. They are synonymous with fine clothes, they have a dateless charm that has been an inspiration to the makers of distinguished fashions.

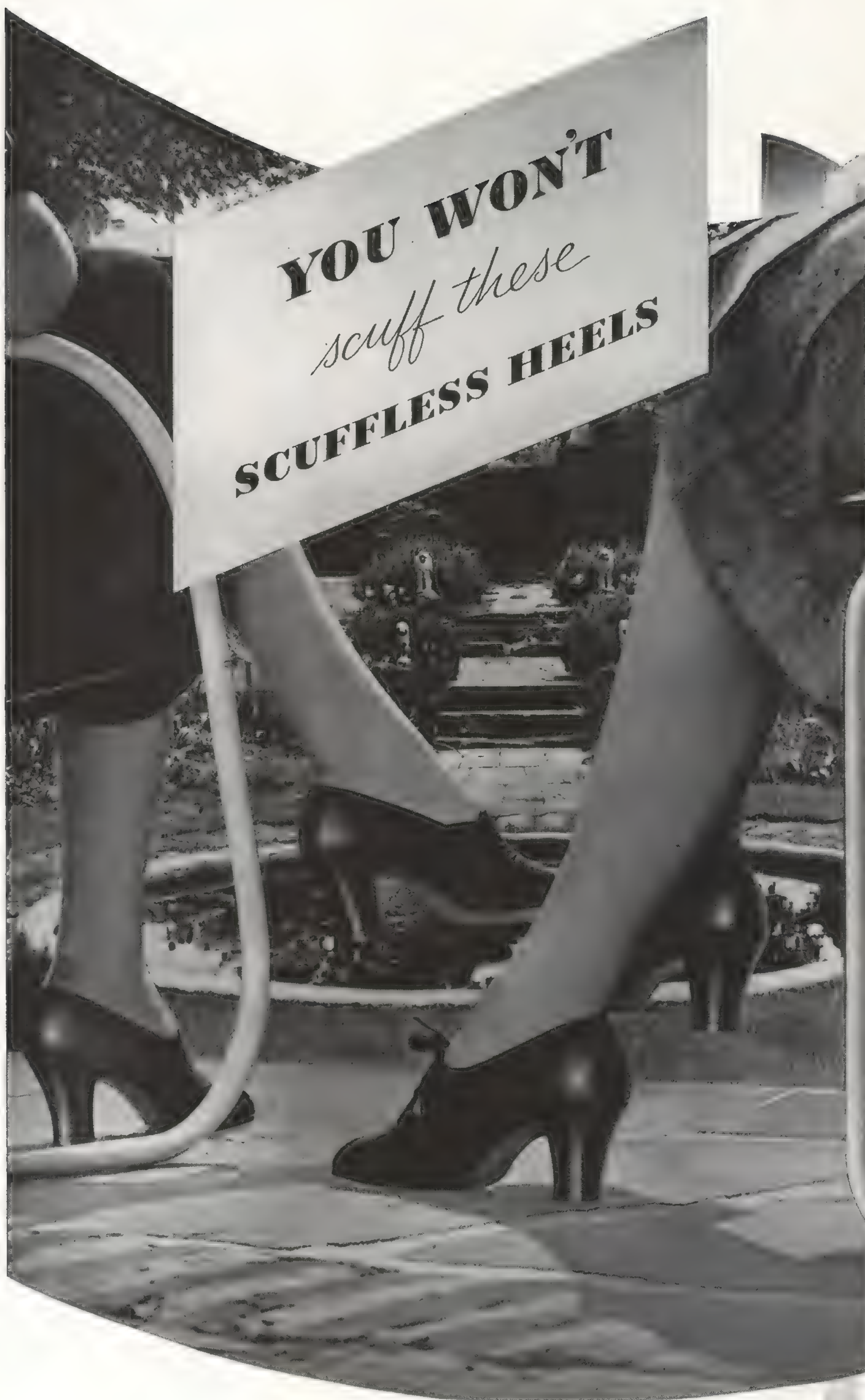
Be sure that when you shop you select garments bearing the Stroock label—it is your insurance of good taste and quality no matter what you spend.

*S. Stroock & Co. inc.*

404 Fifth Avenue, New York City

MILLS AT NEWBURGH, N. Y., U. S. A.





WHY on this rough-and-rocky earth don't you get shoes with *Scuffless* heels? They're so practical—so good looking—so extremely smart! And you won't have to be careful with them. When they have *Scuffless* "PYRA-HEEL" plastic heel covering, they'll take good care of themselves—look sleek and smooth as long as you wear the shoes.

If you aren't already wearing shoes with *Scuffless* heels—ask to see the latest foot-charmers at your favorite shop. You can get them almost anywhere. We'll be glad to send a list of shops that handle shoes with *Scuffless* heels. The styles shown here are by ENNA JETTICK SHOES, INC.



ADRIENNE. This high, gored pump in mat kid looks especially light and dainty because of the cut-outs and soft dressmaker bows. Of course the heels are *Scuffless*.  
*Enna Jettick*



PATRICIA. A mat kid oxford with patent trim and grosgrain braid. Its dainty simplicity makes it go well with many costumes. And *Scuffless* heels for added smartness.  
*Enna Jettick*

*Scuffless*  
**PYRAHEEL**  
REG. U. S. PAT. OFF.



E. I. DU PONT DE NEMOURS & CO., INC.  
PLASTICS DEPARTMENT, ARLINGTON, N.J.



Lady - ONE OF THESE IS - Yours!



Belle-Sharmeer Stockings  
are Sized to Fit in WIDTH and LENGTH  
as well as FOOT SIZE

Now every single one of you can know the joy of perfectly groomed legs...of sleek ankles and slim, straight seams...of stockings that fit as stockings should...and seldom do. Fitting your leg is as easy as fitting your foot now that *Belle-Sharmeer* makes stockings in separate and distinct leg sizes for small and tall, middling and plump. Leg sizes that are individually fashioned at ankle, calf, knee and top, as well as graduated in length. Naturally, this *complete* proportioning means smoother fit, smarter legs, longer wear. *Belle-Sharmeer* Stockings in all Leg Sizes are featured at only one fine store in your city. Write for its name, today! Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Ind.

COPYRIGHT 1938, BY WAYNE KNITTING MILLS

3, 4 and 7-thread from \$1.00; 2-thread from \$1.15

Belle-Sharmeer Stockings  
IN ALL LEG SIZES

BREV for smalls

MODITE for mediums

DUCHESS for tall

also CLASSIC for plumps





...IF MISSES' DRESSES DO NOT FIT YOU  
...AND YOU WON'T WEAR WOMEN'S DRESSES

Young Viewpoint Fashions  
are featured in **CLAYCREST**,  
an original Alprent-Levinthal  
fabric woven with *Celanese*<sup>\*</sup>  
rayon yarn.

For years you have been paying large alteration charges, putting up with dresses too tight in the hips, narrow in the bosom, without room throughout the diaphragm, with waistlines in the wrong place. Women's dresses have been too big for you and, what is worse, too old for you. That is all over now. Young Viewpoint dresses, built on new sizes, 14Y\* to 24Y\* are young, each and every one . . . miraculously built to fit as women's dresses have never fitted before. The better store in your city is showing smart, new Young Viewpoint Fashions for Fall. Do drop in and see them.

\*Y FOR YOUNG.

FRANKLIN SIMON'S, NEW YORK, ABRAHAM & STRAUS, BROOKLYN

Allentown, Pa. . . . . H. Leh & Co.  
Boston . . . . . Wm. Filene's Sons Co.  
Bridgeport, Conn. . . . D. M. Read & Co.  
Buffalo . . . . . J. N. Adams & Co.  
Canton, Ohio . . . . . Stern & Mann  
Charleston, W. Va. . . . The Diamond  
Cincinnati . . . . . H. & S. Pogue Co.

Cleveland . . . . . May Company  
Erie, Pa. . . . . Erie Dry Goods Co.  
Greenville, S. C. . . . Meyers Arnold  
Hartford, Conn. . . . Albert Steiger & Co.  
Kansas City . . . . . John Taylor's  
Lewiston, Me. . . . . Peck's  
Long Beach, Cal. . . . Gibson Style Shop

Los Angeles . . . . . May Company  
Memphis, Tenn. . . . The John Gerber Co.  
Meridian, Miss. . . . Marks-Rothenberg  
Milwaukee . . . . . Ed Schuster & Co.  
Portland, Me. . . . . Smiley's  
Richmond, Va. . . . Miller & Rhoads  
St. Paul, Minn. . . . . Cook's

San Francisco . . . . Livingston Brothers  
Seattle . . . . . Best's Apparel  
Springfield, Mass. . . Albert Steiger & Co.  
Washington, Woodward & Lothrop  
Watertown, N. Y. . . F. A. Empsall & Co.  
Wilkes Barre, Fowler, Dick & Walker  
Worcester, Denholm & McKay Co.

\*Reg. U. S. Pat. Off. If your city is not listed above, write Young Viewpoint Fashions, 1400 BROADWAY, N. Y. C.






# Nobility Plate



VAN NIS-DE VOS N.Y.C.



## *Le Comtesse Robert de Veyrac*

whose striking personality and artistic ability are much appreciated both here and abroad has graciously permitted us to visit the Penthouse, designed by her husband for their New York residence, and to photograph her lovely table and service of Nobility Plate.    It is to be expected that Nobility should be in such happy harmony with these other loved possessions of two worlds, since this rich and superbly crafted Plate is

DESIGNED FOR AMERICA'S FINEST TABLES



CAPRICE





*The TURBAN*



*The FLIRT*



*The PICCADILLY*



*The WHIRL*



*The VESTAL*

# *D*ress up with **DANIEL GREENS**

AFTER a summer of using things up and making things do it's high time to treat yourself to a pair of new Daniel Green slippers.

DANIEL GREENS are both practical and pretty; restful to wear and good to look at. The new ones shown here, for instance, are made as soundly and as carefully as any outdoor shoes, with firm sup-

port for your instep, with strong, straight heels and in close-fitting sizes and widths.

The better shoe stores and departments have many different styles of Daniel Green slippers for daytime, evening and bedtime wear. You will find colors and fabrics galore to choose from. Look for the name on the sole. DANIEL GREEN Co., Dolgeville, N. Y.

*Comfy Slippers* FOR DAYTIME, EVENING AND BEDTIME WEAR



*The New Old-Fashioned Girl  
Dresses in a  
Crown Tested Rayon Fabric*



*Decorum takes a bow! Sleeves swirl high at the shoulder, waistlines dwindle toward the fragile as you look in the mirror... shirrings and folderol trimmings are the order of the day. Yours for memorable charm in a fine Crown Tested Rayon Crepe, sure to give you complete wearing satisfaction. Short sleeved dress, '45. Dress at top, '49.95.*

**AS SELECTED BY BONWIT TELLER, NEW YORK . . . . . BULLOCK'S WILSHIRE, LOS ANGELES**

LOOK FOR THE CROWN TESTED LABEL

Copr. 1938—American Viscose Corporation, World's Largest Producer of Rayon Yarn



# LEGS ARE YOUNG IN QUAKER STOCKINGS



Asilken skin, a subtle sleekness that flatters and charms. This is the magic that makes legs young in Quaker stockings. And if you are skeptical that anything so luxuriously sheer and beautiful can be both practical and economical, a pleasant surprise awaits you in Quaker stockings. 79c to \$1.35 a pair.

QUAKER HOSIERY COMPANY  
330 Fifth Avenue, New York



ALSO MAKERS OF THE FAMOUS QUAKER NET CURTAINS AND LACE DINNER CLOTHS



# "Fashion Firsts"

DRAMATIZES THE  
FIRST FASHIONS  
OF PARIS...WITH  
FURS AND FABRICS  
TO SURROUND YOU  
WITH GLAMOUR



A rush of fur to the front of an important coat with wide plastrons of tipped skunk \$100



Tri-color against black rayon crepe for an important black rayon crepe dress, \$19.95

"Fashion Firsts" FASHIONS ARE EXCLUSIVE WITH THE FOLLOWING STORES

Abilene, Texas.....Campbells  
Akron, Ohio.....The A. Polsky Co.  
Albany, N. Y.....John G. Myers Co.  
Allentown, Pa.....The Adams Co.  
Asheville, N. C.....Bon Marche  
Atlanta, Ga.....Leon Frohsin Shop  
Auburn, N. Y.....Kalet's  
Baltimore, Md.....Schleisner Co.  
Birmingham, Ala.....Blach's  
Bloomsburg, Pa.....Sarah Herr  
Boston, Mass.....Plotkin Bros.  
Braddock, Pa.....Sachs  
Brooklyn, N. Y.....  
Brownsville, Pa.....Russeks Fulton Street  
Brownwood, Texas.....The Vogue Shoppe  
Chambersburg, Pa.....Garner Alvis Co.  
Charlotte, N. C.....Nathan's, Inc.  
Chattanooga, Tenn.....Lucielle Shop  
Chicago, Ill.....Pickett's  
Chicago, Ill.....Gertrude Kopelman  
Chillicothe, Ohio.....South Shore Vogue  
Cincinnati, Ohio.....Norvell's  
Clarksburg, W. Va.....Jenny  
Columbus, Ga.....Broida's  
Columbus, Ohio.....Kiraly's  
Cumberland, Md.....Roberts  
Denver, Colo.....Lazarus, Inc.  
Detroit, Mich.....The Denver Dry Goods Co.  
Duluth, Minn.....Walter's, Inc.  
Elmira, N. Y.....M. C. Albenberg Co.  
Evansville, Ind.....E. Hazel Murphy Dress Shop  
Fayetteville, Ark.....Kaiser's  
Fort Smith, Ark.....The Boston Store  
Fresno, Calif.....The Boston Store  
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Galveston, Texas.....McBride's, Inc.  
Gary, Ind.....Hudson's, Inc.  
Glendale, Calif.....Campus Shop, Inc.  
Great Falls, Mont.....Sullivan's, Inc.  
Greensboro, N. C.....Brownhill's  
Greensburg, Pa.....Pross Co.  
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Lancaster, Pa.....Wiseman's  
Lansing, Mich.....The Style Shop  
Lima, Ohio.....Feldman's, Inc.  
Lancaster, Pa.....Hertzler  
Los Angeles, Calif.....Leggett's, Inc.  
Louisville, Ky.....Simmonds  
Marysville, Calif.....The Fashion  
McKeesport, Pa.....Katzman's  
Memphis, Tenn.....  
Milwaukee, Wis.....J. Goldsmith & Sons Co.  
Minneapolis, Minn.....Bitker-Gerner  
Mobile, Ala.....John W. Thomas & Co.  
Muncie, Ind.....Reiss Bros.  
Muscatine, Iowa.....Roth's, Inc.  
Nashville, Tenn.....Glass Smart Shop  
New Haven, Conn.....Rich, Schwartz & Joseph  
New York, N. Y.....Moline's  
Norwich, Conn.....Russeks Fifth Avenue  
Oak Park, Ill.....Simon Mandell  
Oil City, Pa.....Bramson, Inc.  
Ogden, Utah.....Edwards  
Omaha, Nebr.....Fred M. Nye Co.  
Parkersburg, W. Va.....J. L. Brande's & Sons  
Broida's

Phoenix, Ariz.....The Vogue  
Pittsburgh, Pa.....Meyer Jonasson's  
Pittsfield, Mass.....England Bros.  
Portland, Maine.....Owen Moore & Co.  
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Providence, R. I.....Lipman-Wolfe & Co.  
Raleigh, N. C.....Jean's, Inc.  
Reading, Pa.....Jean's  
Richmond, Va.....Pomeroy's  
Roanoke, Va.....Greentree's  
Rochester, N. Y.....Lazarus, Inc.  
Rock Island, Ill.....Kroll's  
Rutland, Vt.....McCabe's Style Shop  
Sacramento, Calif.....The Vogue Shop  
Salinas, Calif.....Bon Marche  
Salisbury, Md.....The Fashion  
San Antonio, Texas.....Schleisner Co.  
San Francisco, Calif.....Carl's  
San Jose, Calif.....Livingston Bros.  
Santa Rosa, Calif.....Hollywood Smart Shop  
Schenectady, N. Y.....The Fashion  
Scranton, Pa.....Lady Lee-Evelyn Shop  
Spokane, Wash.....Cleland Simpson Co.  
Summit, N. J.....Alexander's  
Tampa, Florida.....Lilian O'Grady Specialty Shop  
Washington, D. C.....Sherman's, Inc.  
White Plains, N. Y.....Kaplowitz Bros., Inc.  
Wichita, Kansas.....La Debutante Shoppe  
Winston-Salem, N. C.....Lewin's  
Wilkes Barre, Pa.....Davis, Inc.  
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Chas. Livingston & Sons, Inc.



*Elynor Fashions say*  
Reg. U. S. Pat. Off.

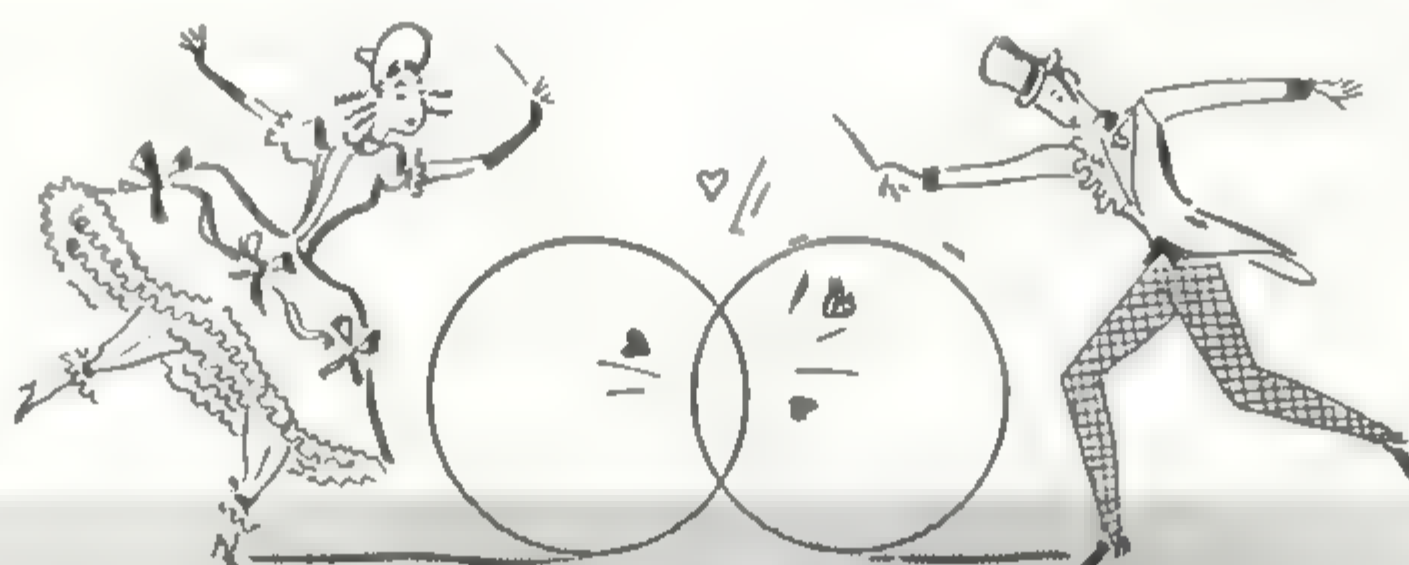
## HOOPS ARE ROMANTIC

*in Celanese\* Rayon*

A new fashion tempo . . . flattering hoop skirts contrived by Paris so that you can dance in ease. Crisp Sihego taffeta, woven with Celanese rayon yarn, sustains the Victorian mood . . . *Left*—New high-low line italicizes a tiny waist. In polka

purple, waltz blue, raisin, and black . . . *Center*—Shiny black sequins crowning a tar black skirt . . . *Right*—Delicate tracery of gold embroidery on white or black. Cerise velvet bows mark the shoulder and skirt.

*Sizes from 10 to 16. Under \$25.*



\*Reg. U. S. Pat. Off.

New York, N. Y. . . . . Russeks  
 Philadelphia, Pa. . . . . Dewees, Inc.

Boston, Mass. . . . . Chandler & Co.  
 Washington, D. C. . . . . Brooks, Inc.

*Elynor Fashions*  
Reg. U. S. Pat. Off.

Austin, Texas . . . . . Yaring's  
 Baton Rouge, La. . . . . Rosenfield's  
 Canton, Ohio . . . . . Stark D. G. Co.  
 Chattanooga, Tenn. . . . . Miller Bros.  
 Corpus Christi, Texas . . . . . M. Lichtenstein & Sons

Corsicana, Texas . . . . . J. M. Dyer Co.  
 Danville, Ky . . . . . The Hub, Pushin Co.  
 Duluth, Minn. . . . . Minnesota Dept. Store  
 Eugene, Oregon . . . . . Washburne's  
 Galveston, Texas . . . . . McBride's  
 Gary & Whiting, Ind. . . . . H. Gordon & Sons  
 Greensboro & Durham, N. C. . . . . Ellis Stone Co.  
 Greenville, S. C. . . . . Meyers Arnold Co.  
 Greenwood, Miss. . . . . W. T. Fountain, Inc.  
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Ogden, Utah . . . . . The Emporium  
 Pasadena, Calif. . . . . The Newport  
 Port Arthur, Texas . . . . . Bluestein's  
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 Pueblo, Colo. . . . . Crews Beggs D. G. Co.  
 Richmond, Va. . . . . Miller & Rhoads  
 Shreveport, La. . . . . Rubenstein Bros.  
 Spokane, Wash. . . . . Palace Dept. Store  
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 Terrell, Texas . . . . . McCord Co.  
 Waco & Ft. Worth, Texas . . . . . R. E. Cox D. G. Co.

Or for the name of the store in your city write Elynor Fashions, 225 West 34th Street, New York City



"HOLD  
THAT  
LINE"

SPORTS DRESSES



Stitched yoke lines, gored skirt are smart details of a sheer rabbit's hair wool dress. Talon fastener in the side placket.



All dresses on this page are creations registered with the Fashion Originators Guild... available in sizes 12-20, at leading stores. For information where they may be purchased, communicate with New York Office, Talon, Inc., 71 West 35th St., New York City.

WITH  
TALON  
Reg. U. S. Pat. Off.  
FASTENERS!

Leather buttons and belt contrast with the soft-as-soft jersey in this sports dress. High pockets are a smart detail. Talon slide fastener in the placket.

Your goal's a sleek, trim waistline... no humps, no gaps, no puckers. Take the sure and easy way—Talon slide fastener in your placket. It smooths out peek-a-boo spaces, never pops or slips open, always works perfectly. Ask for it by name and look for "Talon" on the pull-tab. Talon, Inc., Meadville, Pennsylvania.



TALON PLACKET FASTENER IS MADE BY TALON, INC. • Originators of the Slide Fastener

REG. U. S. PAT. OFF.



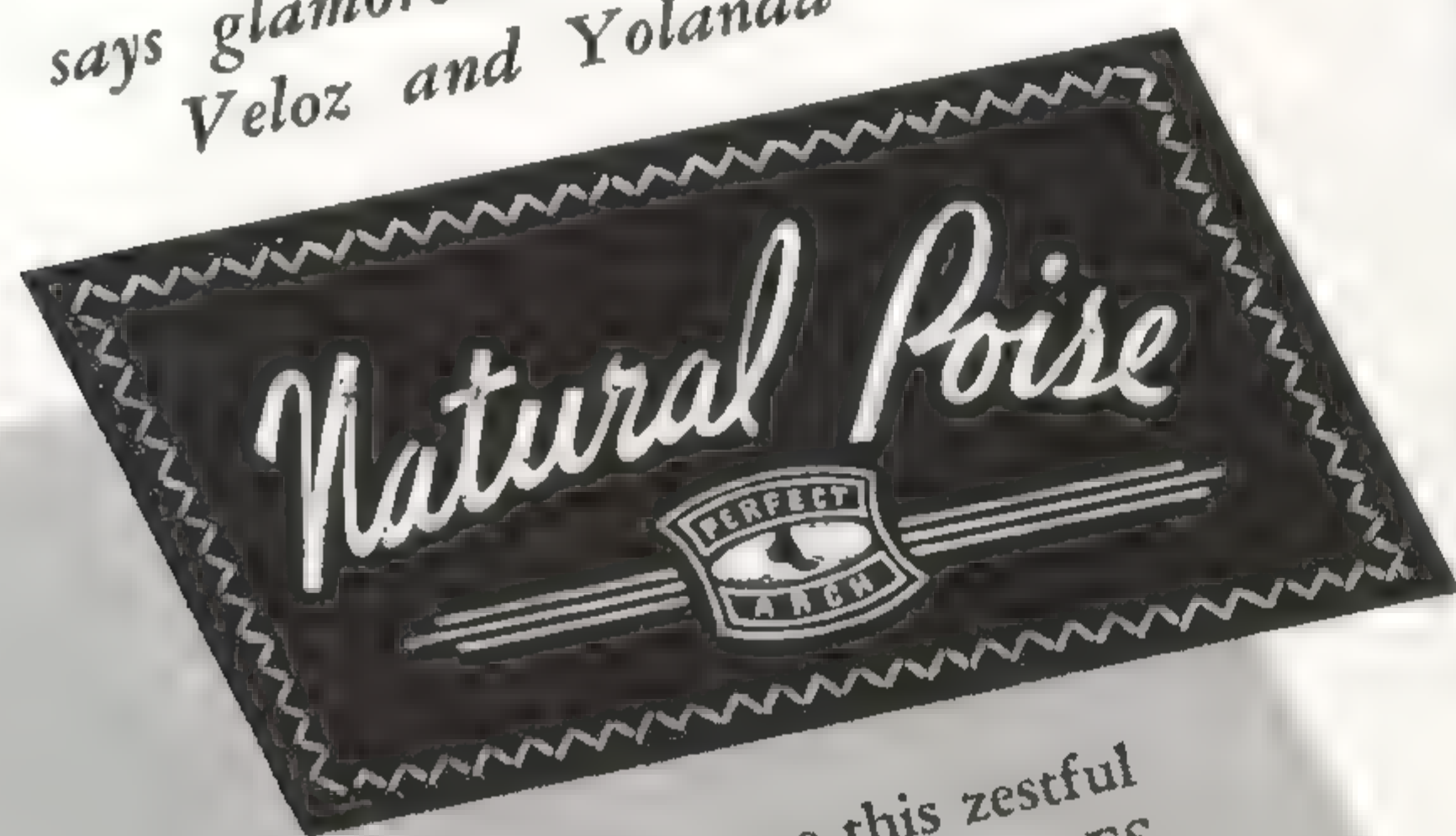
Fall's more feminine version of the classic shirtwaist dress, in jersey with wool stitching. Squared shoulders. Talon slide fastener in the side placket.



# "THEY'RE WINGS

FOR MY FEET!"

says glamorous Yolanda of  
Veloz and Yolanda



And you, too, will experience this zestful buoyancy of NATURAL POISE SHOES. For with every step you take, the famous Dimensional Equalizer last cradles your arch with the soft firm support of a gloved hand. Smart styles . . . youthful, exhilarating, with intriguing details that foreshadow 1939 trends! Write Dept. V-6 for new Style Booklet and name of dealer. WOHL SHOE COMPANY, ST. LOUIS, MO.



\$5<sup>50</sup>  
and \$6

Guaranteed by Good Housekeeping  
as advertised therein.



# Towle Sterling is designed to fit your home

## ... Rich in tradition

For the bride who enjoys Sterling Silver which reflects the creative genius of the earlier silversmiths.



## Character and dignity . . .

Patterns that harmonize with colonial and period decorations give gracious dignity to the bride's table.



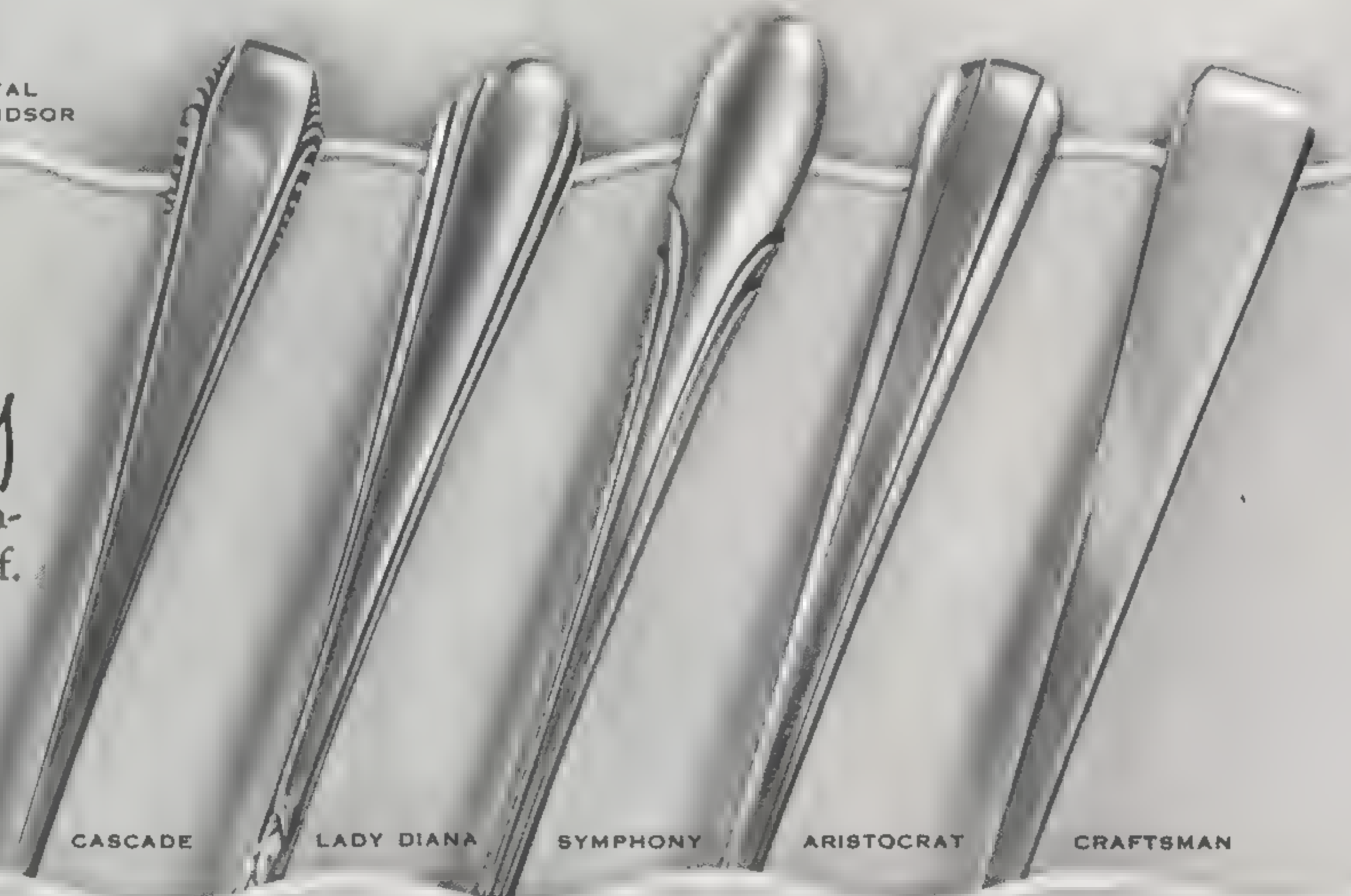
## ... Classics of today

Perfect simplicity, wrought by skilled craftsmen, enhances the exquisite beauty and luster of the Sterling itself.



## Heirlooms of tomorrow . . .

Charming expressions of fine Sterling for the bride who chooses beautiful things because they are beautiful.



CHOOSE CAREFULLY — Whether you like simplicity or rich decoration, there is a Towle pattern which reflects your choice of lasting beauty... a delight to live with... a lifetime treasure... correct in design with fine craftsmanship and flawless finish. Choose your Towle pattern now and live with it happily ever after.

**Towle** WITH UNBROKEN CRAFT TRADITIONS **SINCE 1690**

Write for pictures and prices of all Towle patterns with chart of engraving suggestions.  
**NEW BOOK FOR BRIDES** — "How to Plan Your Wedding and Your Silver."  
 The TOWLE SILVERSMITHS, Dept. K10, Newburyport, Mass.  
 Please send free folders on \_\_\_\_\_ patterns.  
 I enclose 10 cents for new book.  
 Name and Address \_\_\_\_\_





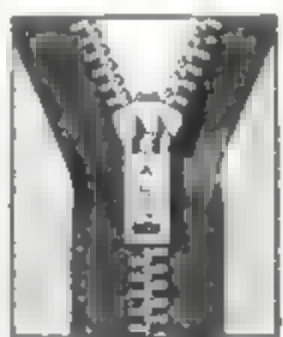


Skilful cut dramatizes a crepe of interesting weave. Sleek satin ribbon at the neck. *Talon* fastener in the placket.



WAISTLINE WITH TALON FASTENERS!  
REG. U. S. PAT. OFF.

Terribly important—those tiny new waistlines. But how easy to wear . . . when they're closed with the smooth Talon slide fastener! No ugly little placket gaps. No "under-arm acrobatics." Instead—a closing that's swift, secure, completely trouble-free. Make *sure* it's on the next dress you buy... look for "Talon" on the pull-tab. Talon, Inc., Meadville, Pa.



TALON PLACKET FASTENER MADE BY  
REG. U. S. PAT. OFF.  
TALON, INC. Originators of the Slide Fastener



Pleated yoke and skirt provoke flattery in a rayon crepe dress. Concealed *Talon* slide fastener in the side placket.

Tucked crepe dress of exciting simplicity. *Talon* fasteners in the side placket, sleeves.

MISSSES' DRESSES



All dresses on this page are creations registered with the Fashion Originators Guild . . . available in sizes 12-20, at leading stores. For information where these dresses may be purchased, communicate with New York Office, Talon, Inc., 71 W. 35th Street, New York City.



THIS IS A GENUINE

*Vassarette*



*This new Vassarette All-in-One has new and exclusive SEAMLESS PANELS! They can stretch up and down only, providing super-restraint for abdomen and derriere without sacrificing comfort or sleekness. Also has Vassarette's famous Bandeau Bustline. Model shown \$10, similar style, \$15.*

*New Seamless Panel Girdles, \$7.50 and \$10.*

Just inside the cuff of every genuine Vassarette is a simple, unpretentious label . . . as significant in its way as the mark *sterling* on silver. It is your assurance of supremely comfortable control and of superlative quality in making and in materials. There are no substitutes for this label. And there are really no substitutes for a Vassarette. Often imitated in style and appearance . . . Vassarette's performance is inimitable. Its firm restraint, deft molding and thorough comfort is fashioned into a fabric that is made only by Vassar. Always look for the label to be sure yours is a genuine Vassarette! Write for our picture booklet showing the new Vassarettes with Seamless Panels and other new styles priced from \$5. All of specially processed "Lastex" and all with Inviz-a-grip garters. We will also send you the name of the store nearest you. Vassar Company, 2553 Diversey Parkway, Chicago.

UNDERNEATH IT ALL . . . A

*Vassarette*

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# Kallman

from Celanese

Lelong's "Mary Lou," bare-shouldered, bounteous-skirted beauty  
in striped Celanese Rayon taffeta from Celanese Corpor-  
ation, dynamically inset with royal blue . . . . 39.95.  
Kallman & Morris, Inc., 530 Seventh Avenue, New York.



35R

•Reg. U. S. Pat. Off.

MILGRIM, NEW YORK—I, MAGNIN, CALIFORNIA—NEIMAN-MARCUS, DALLAS





## Duchess of York

**H**ave you heard the tale of Mary of Modena? Beautiful Duchess of York, beloved wife of James who became England's king. » In the third year of his reign his people suddenly turned against him. His friends became enemies. And his decisions fell apart like badly shuffled cards. Only Mary, his young wife, remained loyal. » » It is late twilight and the very stones of Windsor Castle are purple as the lilacs. James and his Mary have been walking in the gardens . . . diversion from their heavy weariness. Over James' arm is Mary's traveling cloak. A strange lantern burns in the tower and down by the wall a coach is waiting. Everywhere there is the self-conscious silence of an empty stage. » Then quickly, gently as he could, he tells her she is not safe in England. She must go. He wraps her — speechless, wide-eyed — in her cloak and carries her down the terrace-stair to the carriage where her little son is sleeping. They will be in France tomorrow. » » So Mary of Modena, Duchess of York and Queen of England, became the exile of St. Germain. » It is her portrait that another exile has created. Prince Matchabelli, prince and perfumer, translates lilacs into heart-beats in the tenderest perfume of our time.

*PRINCE MATCHABELLI*



FOR

## Sleek Loveliness



Glamorous and alluringly youthful...you'll adore these delightful new Carter rayon tricot for their soft, sleek texture...for the flattering colors...and above all for the smooth way they slenderize your lines. Practical? Of course! These comfortable trifles wear to a fare-thee-well, wash without effort, are most carefully tailored, and take up but a wee bit of room in your luggage. Styles? Plenty of them. Some tailored . . . some frivolous. Colors? Dusty Rose, Turquoise, Catalina Blue, Blossom. Prices? No problem to any purse . . . 75c to \$2.50. At better stores everywhere.



★  
TRUMPS GOWN—431/64—Long princess lines fitted as smartly as formals. Tiny pleats skilfully mould bust line. Low back. Dainty matching Milanese appliqué. Vibrant colors. Sizes 32-46. \$2.00-\$2.50.

★  
TRUMPS BOUDOIR JACKET—J11—Adorable choir boy model. Plenty of fullness for leisurely comfort. Colors to match and harmonize with gowns. Sizes small-medium-large. \$1.50.

★  
TRUMPS PANTIE—431/3023—Briefly styled to fit without a ripple. Non-binding leg bands. Sizes 4-9, 75c-\$1.00. BANDEAU—B431/3—Cleverly designed to give natural moulded bust line. Sizes 32-36. 75c.

★  
SPECIAL SLIP—S4R—Rich rayon and silk tricot fabric. Ingenious French darting gives smooth, smartly shaped lines over bust and diaphragm. Regular and long lengths. Sizes 32-42. \$2.00.



Carter's UNDERTHINGS



**SAKS FIFTH AVENUE**  
NEW YORK—CHICAGO



**DUPONT**  
416 U. S. PAT. OFF.



**NIGHT and DAY enchantment**  
**in Crepe Charade woven of**  
**ACELE\* ACETATE RAYON**  
AND OTHER FINE DUPONT RAYON YARN

\*REG. U. S. PAT. OFF.

ACETATE DIVISION. E. I. DU PONT DE NEMOURS & CO., INC., EMPIRE STATE BUILDING, 350 FIFTH AVENUE, NEW YORK CITY



# BEAUTIFUL *Naturalizers*

IN MOLDED-TO-FOOT LASTS

● Visit the store in your town featuring these "smooth-fit" Naturalizers. See for yourself what stunning use Naturalizer has made of suede, that smartest-of-all material for Fall. Then slip into a pair of these beautifully styled shoes. Feel how snugly they hug your heel—how firmly they hold your instep—what utter freedom they give your toes. And remember, no other shoe has this same heavenly three-way fit...because no other shoe is made over Naturalizer's "molded-to-the-foot" lasts. Write for booklet of new Fall styles. Blue Ribbon Shoemakers, Department P, St. Louis.

**Naturalizers' delightful three-way fit**

NO SLIP

NO GAP

NO PINCH

RIETTA

LUPE

MOST STYLES

**\$6<sup>75</sup>**

SLIGHTLY HIGHER  
DENVER WEST

These styles featured by  
FRANKLIN-SIMON  
5TH AVENUE

DON'T SPEND YOUR LIFE TWO FEET FROM HAPPINESS  
WEAR

## *Naturalizers*

And have you seen the lovely new Naturalizers in LASTEX and in PLATFORM SOLES?

Lastex leather adds a new high note to Naturalizer styles. Their clinging, wrinkle-free smoothness is the last word in chic and fit. Platform soles, too, for those who want the added swank of this popular new style.

**\$7<sup>75</sup>**

SLIGHTLY HIGHER  
DENVER WEST

MANNEQUIN

JOELLE

PARSIFAL



SOCIALITE



NEW TERRACE





# *Finger Free*

## A REVOLUTION IN GLOVE MAKING!

● Did you ever think that glove construction could change... could you imagine something entirely different being done with four fingers and a thumb? Nobody could... until... along came FINGER FREE. ● Here's a glove with three dimensions, formed to fit your hand the way your hand is really made. With a "U-turned" wall that runs all around the thumb and fingers and down the side. With a fine free feeling, a new, streamlined smartness. ● Designed by MERRY HULL, who looked at gloves as if she'd never seen one before! Made by Daniel Hays, who know fashion news when they see it. Shown now in the important stores of America. Write for the name of the one nearest you.

**DANIEL HAYS CO., INC. • GLOVERSVILLE • NEW YORK**



Follow the small sketches for FINGER FREE's five points of difference. **1** Thumb-wall gives unlimited freedom. **2** Three-dimensional side wall makes for easy slipping on and off. **3** Seamless palm stops binding. **4** U-turned walling over fingers eliminates bunching and fraying. **5** Longer-backed finger tips prevent tip wear, protect the nails.

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U. S. MECHANICAL PATENT 2125673





Like a new beauty treatment  
for your legs . . .

this glamorous  
Holeproof Crepe  
lends new allure

**Finest silk twisted three times more than  
for the usual chiffons . . . hence sheerer,  
duller texture, making ankles appear  
more slender, curves more feminine**

★ Amazing new flattery for your legs . . . a wonderful crepe stocking by Holeproof . . . far sheerer, more smartly dull. For this special Luxuria crepe we twist the finest silk more than three times as much as for regular chiffons! This produces greater sheerness, a duller texture. Thousands of smart women are finding that it makes ankles look more slender, curves more gracefully feminine. And this new crepe texture is firmer, yet more elastic, more resistant to snags. Actually longer wearing by test!

See how these new sheer Crepes enhance the beauty of your legs. You'll find them in smart stores everywhere, in authoritative new fall colors from world fashion sources. HOLEPROOF, Milwaukee, Wis. (In Canada, London, Ont.)

**HOLEPROOF  
HOSIERY**



*Daydream*

By day or by night these 3-thread crepes accent the beauty of your legs. For their Luxuria crepe twist makes them look sheer as a 2-thread—yet they give you the wear you expect from 4-thread walking chiffons. Lace-runstop top adds to their smart appearance.

**\$1<sup>15</sup>**

*Starlight*

As filmy as their name—and as romantic! Wear these gossamer 2-thread crepes with your most spectacular gowns . . . they add glamour to hours of gladness. And the Luxuria crepe twist makes them wear surprisingly well for a 2-thread. Lace-runstop top.

**\$1<sup>15</sup>**

Other exquisite stockings in Holeproof Luxuria Crepe at \$1, \$1.35, \$1.65



# Salute!

LATEST  
NEMO SENSATION  
OF "ANGLE-PULL"  
ELASTIC

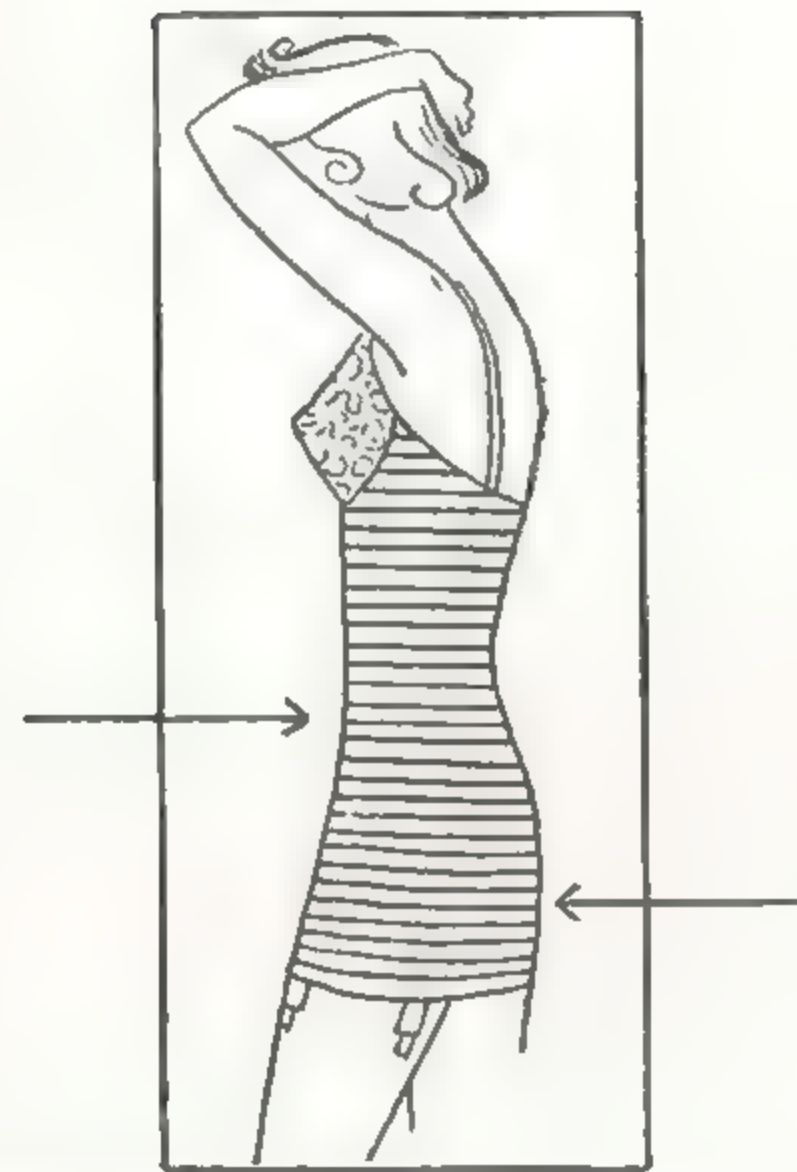


"Protect the sculptured fit of  
'Angle-Pull' by frequent washings  
in pure Ivory Flakes," advises

**NEMO**  
*Sensation*

The fit in foundation garments should be scrupulously protected. Nemo's "Angle-Pull" foundations will fit your figure perfectly. Their diagonal structure pulls in the back . . . pulls in the diaphragm. Washed fre-

quently in Ivory Flakes, "Angle-Pull" will not s-t-r-e-t-c-h out of shape. "We advise pure Ivory Flakes," says Nemo, "because we know Ivory's gentle action will help protect the elasticity of our fine foundations."



**BEFORE "Angle-Pull,"** the elastic in foundation garments exerted a tension at right angles to the body . . . as shown in this sketch.



**NOW "Angle-Pull" Elastic** exerts a diagonal tension to the body . . . as shown above. Created by Nemo, "Angle-Pull" scientifically molds the figure and encourages correct posture. To get the full benefit of this new discovery, Nemo advises frequent washings in pure Ivory Flakes. "Angle-Pull" combinations and girdles are styled for every figure type. The step-in illustrated is Salute . . . the brassiere, a Nemo-Partos, which gives a definite uplift . . . definite separation. All Nemo garments are Ivory-washable.



**99 44/100 % PURE**

TRADEMARK REG. U. S. PAT. OFF.



# Bombay, Bali and Brazil

High spots on the greatest "Empress Cruise"! Twenty-three different lands will be conjured before you by the travel-magic of the luxurious *Empress of Britain*!

Tall, flowered Madeira  
Mighty Gibraltar  
Algiers, colorful, mysterious  
The Riviera and Monaco's gaiety  
Naples, Athens, Holy Land  
Egypt and a glorious Nile trip  
A week of India's pageantry  
Ceylon, land of tea and elephants  
Penang, tall temples  
Singapore, Britain's new Gibraltar  
Ancient, sculptured Bangkok  
Hong Kong, Britain's Chinese port  
Manila, jewel of the Philippines  
Bali, the heavenly isle  
Luxuriant, thriving Java  
Durban, Zulus, Victoria Falls  
Bejeweled, spectacular Capetown  
St. Helena, Napoleon's exile home  
Rio de Janeiro, loveliest of cities  
Four-century-old Bahia in Brazil  
Trinidad, the garden of the Indies  
Havana, where Old Spain still lives

What a route...and what a ship to sail in! From New York January 7, 1939, for 127 days. Fares from \$2300 (less than \$18 per day) with included shore excursions. *Your own agent* or Canadian Pacific: New York, Boston, Philadelphia, Chicago and other cities in the United States and Canada.

Canadian Pacific

**WORLD CRUISE**  
**Empress of Britain**

Your one earthly glimpse of heaven will be Bali.

# THE GOURMET'S GUIDE

## RESTAURANTS—dining

**DIVAN PARISIEN**  
17 East 45th St.  
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.  
Luncheon and Dinner  
Finest vintage wines, and liquors  
Air Conditioning Vanderbilt 3-7897

**THE MARGUERY—RESTAURANT FRANÇAIS**  
270 Park Avenue—Wickersham 2-8491  
Rendezvous of the Elite of Europe and America  
Parisian Specialties Every Day  
Luncheon—Dinner—Popular Cocktail Hour

**JANE DAVIES'**  
145 West 55th St.  
Luncheon 55c, 65c, 75c Vintage Wines \$1 and \$1.25 Dinner  
10 W. 55 **FRANCES LYNN** 52 E. 52  
Smart Clientele, deft service, delicious food.  
For "Pennywise New Yorkers"  
Luncheon 50c, 65c Dinner 75c, \$1.

**ALEXANDRA RESTAURANT**—8 East 49th Street.  
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinner—noon to 8:30 P.M. The most talked about dining place in New York.

**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1—Dinner from \$1.50 in the Main Dining Room. Dollar London-Buffer-Dinner before theatre in the Bar.

15 East 52nd **HENRI** Plaza 3-7130  
Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

**THE BLUE BOWL AT 157 EAST 48th ST.**  
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

**KENTUCKY SERVES A MEAL**  
Featuring Suppers from 85c to \$1.25.  
Luncheon from 75c—Dinner from \$1.25 to \$1.50.  
Elizabeth D. Reynolds, Inc., 15 East 48th St.

**MIYAKO—JAPANESE CUISINE**, 340 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Luncheon 60c up. Dinner \$1 up. Open Sunday 1 P.M. to 8:30.

**RESTAURANT MAYAN**, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrées from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.

**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

**ROCKEFELLER PLAZA RESTAURANT**—32 West 50th. Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c), Cocktails, Dinner (from \$1) and Supper. Downstairs—the Old New York Room for Luncheon (from 75c), Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.

**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte. Delightfully air-conditioned.

**PROMENADE LOUIS XIV.** Lower Plaza, Rockefeller Center, 49th to 50th Streets. The perfect setting for cocktails, lunch and dinner. A la carte service. Dancing evenings. No minimum or cover.

**CAFE CONTINENTAL**, 10 EAST 52nd STREET Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Music by Adler & Taubman. Comfortably air-conditioned. EL 5-9144.

**HAPSBURG HOUSE**—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, \$1.00, dinner, \$2.00. EL 5-8493.

**RITZ CARLTON**—46th & Madison Avenue World-famous Ritz cuisine à la carte. Oak Room or Oval Room for dinner and luncheon. Music in Oval Room. Dressing for dinner optional. PL 3-4600.

**THE HEARTHSTONE**  
Garden Grill  
154 East 48th Street  
Simple, delicious food carefully prepared  
Also 102 East 22nd Street  
Open Every Day in the Year

**CHAMBORD**: 803 Third Ave. (EL 5-7180)  
"Paris on Third Ave." Excellent French Provincial cuisine. Novel kitchen behind glass. Cellar for connoisseurs. Lunch from \$1.00. Dinner from \$2.00.

**CAVIAR RESTAURANT**—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

**LEONE'S**—since 1906—239 West 48th St. Dine in out-door garden under whispering trees, near gurgling trout stream—catch your own. Unique, attractive—finest food, liquors. Sir Owen R. Jones at piano.

**LA MARQUISE**, 28 West 56th Street. Sylvio and Tony trust no one but themselves to put the finishing touches to a dish. Dinner with pleasant music and entertainment \$1.50. CO 5-9038.

**ANDRE** 157 East 72 Street  
A nice little place to eat where the food is delicious, where cocktails are reverently blended and where surroundings are attractive.

**JANET OF FRANCE**, 237 W. 52 St., W. of B'way. Famous for "onion soup". Dinner \$1. up; lunch 65c. Plank and Châteaubriand steak. It's always sailing time at Janet's Ship's Bar. CO 5-8717.

## RESTAURANTS—dining

**TESSIE'S OLD VIENNA**—133 E. 54 St. All the charm of pre-war Austria with Tessie's inimitable touch in the kitchen. Be sure to try the Viennese Peach Bowl. PLaza 5-9392.

**PATRICIA MURPHY'S Candlelight Restaurants.**  
The Barclay—33 E. 60th St., Manhattan  
The Candlelight—114 Henry St., Brooklyn  
Sophisticated American Foods

**MAISON MAURICE RAVIOL**, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

**MARY ELIZABETH'S, LTD.**—New location at 6 E. 37th St., adjoining Tiffany, where that intangible something still lingers in the old fashioned crullers, peasant soups and in the use of garden herbs.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

**EL CHICO**, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. including Sunday. Dinner \$1.50 and \$2.00. Cover after 9:30 P.M. 50c, Saturday \$1.00. Air-Conditioned. CHelsea 2-4615. Listen NBC every week.

**LARUE**—45 East 58th Street. VOL 5-6374. New York's smart rendezvous. Cocktails, dinner, supper—Air conditioned to your comfort—Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

**ST. MORITZ** on The Park, 50 Central Park South. Dinner and supper dancing in the Restaurant de la Paix. Superb dance music. All-Star show. Home of Cafe de la Paix and Rumpelmayer's.

## LOUNGE BARS

**RITZ BARS**—Perfect 'round-the-clock settings for those who like to be calm and cozy in their conversation and imbibings. Women's Bar for women alone or with escorts. Men's Bar for their exclusive use. The charges for drinks which reflect the reasonable food prices and room rates are the same in the bars as in the clublike Oak Room Grill and in the Oval Room. Martinis 35c, Manhattans 40c, Scotch & Soda 45c. Ritz-Carlton Hotel, Madison & 46th, N. Y.

**WHALER BAR**, Madison Ave. at 38th St., N. Y. Sip a long, tall cool one while you sail away on the ocean blue . . . aboard the breeze-swept whaler Wanderer . . . all the romance of the briny deep right in the center of New York. Special shoppers' luncheon from 55c.

## FOOD FOR BEAUTY

**HELENA RUBINSTEIN'S ZURICH LUNCHEON**  
715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1.50.

## NIGHT CLUB

**LEON & EDDIE'S**, 33 W. 52nd St. Royal Riots nightly with clown prince Eddie Davis. America's most amazing cafe-restaurant value. Big show. Continuous dancing.

## LONG ISLAND

**ROUND HILL RESTAURANT**. Séjour des Gourmets. So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

**LEO GERARD'S**, Jericho Turnpike, S. Huntington, Rt. 25. Former private estate in woodland setting. Willy Field's orchestra. Specializing in shore dinners and deviled crab. Old pine tap room. Hunt. 650.

**DAHLSTROM'S GREEN TREE LODGE**, Jericho Turnpike, S. Huntington. Unsurpassed Swedish Smörgåsbord. Duck, Turkey and Lobster Dinners. Garden & Terrace. Finest wines and liquors.

## CONNECTICUT

**WHITE TURKEY INN**—Built 1760. Rt. 7. 3 miles N. of Danbury. Charming New England Inn where old-fashioned hospitality still prevails. Food & drink for the gourmet, on terrace overlooking water.

**SILVERMINE TAVERN, NORWALK**. A Colonial Inn, with charming atmosphere. Dining on the edge of the Old Mill Pond. Afternoon Tea in the Old Mill. Choice antiques on sale in the Galleries. Tel. NORwalk 88. Near the end of the Merritt Parkway.

## VERMONT

**MONUMENT INN**, Old Bennington. This fine old New England inn is an enchanting place to wine, dine and stop-over. All sports available. Under direction of Theodore Titzé, of Theodore's, 4 E. 56, N. Y. C. Dressing for dinner is optional. Most people don't.

For a Night in Sweden  
Visit **CASTLEHOLM**  
LUNCHEON 60¢ DINNER WITH SWEET \$1.25  
DISH HORS D'OEUVRES  
Dancing—No Cover Charge No Minimum  
344 W. 57th St. CL 7-0873





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Surprising in so many different ways! No other ranges have the mysterious blue of Australia's mountains. No other caverns match the sculpture of the Jenolan Caves. No other shores stretch into such amazing curves of golden sands.

And no other land contains such oddities of feather and fur! The freakish platypus; lowan birds with mound incubators to hatch their young; the laughing kookaburra, feathered comedian of the woods; koala bears, as lovable as they are unique; emus, kangaroos in many varieties, wombats and gorgeous lyre birds.

There are opal mines and coral gardens and towns born of the roaring gold-rush and bush-ranger days! Vast sheep and cattle ranches . . . tropic

fruit plantations and jungles vivid with wild orchids. Culture and gaiety in great metropolitan centers . . . horse races, surfing, deep-sea fishing, a score of sports compete for your leisure.

Australia is far from war-troubled zones. It is reached after a memorable voyage by way of Hawaii, Samoa, Fiji and New Zealand or other delightful oceanways.

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## VOGUE'S TRAVELOG

## ARIZONA

## Chandler

**San Marcos Hotel & Individual Bungalows.** 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

## Litchfield

**The Wigwam.** Distinguished winter resort hotel & bungalows in glorious desert setting near Phoenix. Famous cuisine. Golf, ride, swim, sunbaze. Bklt.

## Tucson

**Pioneer Hotel.** Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

**Santa Rita Hotel.** 250 rms. Tucson's Social Center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands; Polo; Golf. Nick Hall, Mgr.

## CALIFORNIA

## Arrowhead Springs

**Arrowhead Springs Hotel and Bungalows.** Enjoy California here near Los Angeles. Curative waters, riding, golf, swimming; reasonable rates. Literature.

## Palm Springs

**Desert Inn.** Luxurious hotel and bungalow accommodations. All sports. Season, October 15 to June 1. American Plan, \$10 up. Write for folder.

## FLORIDA

## Miami

**The Dallas Park.** Rooms, apartments, penthouses. Roof sun bathing, 11 stories, overlooking beautiful Biscayne Bay. Moderate rates. M. F. Whelan, Mgr.

## MASSACHUSETTS

## Northampton

**Wiggins Old Country Store, Wiggins Old Tavern and Hotel Northampton**—combining old charm and modern accommodations. Authentic New England Antiques.

## MINNESOTA

## Rochester

**Arthur Hotel.** Fireproof, modern. Just one block to the Mayo Clinic. From \$1.75 up. An Arthur L. Roberts Hotel. Lola C. Conley, Manager.

## MISSISSIPPI

## Pass Christian

**Inn By The Sea and Cottages.** Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## NEW JERSEY

## Atlantic City

**Marlborough-Blenheim.** Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

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## Santa Fé

**Santa Fé Inn.** Opened June 1st. In cool mountain foothills overlooking America's Oldest Capital. Riding, motor tours. Notable cuisine. Open all year.

## NEW YORK

## New York City

**Allerton House for Women.** 57th St. & Lexington Ave. Refined atmosphere in a congenial Club Residence. From \$2.25 daily, \$11. weekly.

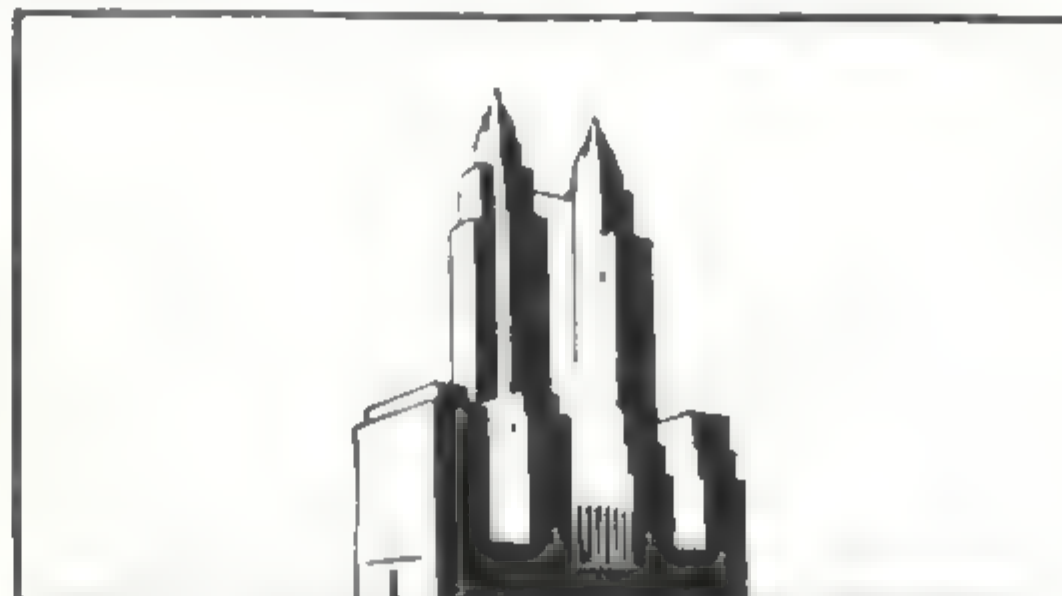
## New York City



## THE PLAZA—FACING CENTRAL PARK

Plaza excellence is one of New York's abiding traditions. Here the ultimate refinements of living are reflected in a perfection never successfully imitated. You will meet your friends in the Persian Room, a charming corner of a world famous hotel characterized by a truly continental atmosphere. Henry A. Rost, President.

## New York City



## THE WALDORF-ASTORIA

Value is determined not alone by what a service costs, but also by what your money buys—which explains why all the world continues to be attracted by the economy of The Waldorf-Astoria, Park Avenue, 49th to 50th Streets, New York.

## NEW YORK

## New York City

**American Woman's Club,** 353 West 57th St. For discriminating women. All rooms with private bath; single from \$12 up weekly; double from \$16 up weekly.

**The Barbizon,** Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12 up. Daily \$2.50. Bklt. "Y".

**Barbizon-Plaza.** New skyscraper Hotel overlooking Central Park at 6th Ave. Rooms from \$3, single; \$5, double. Continental breakfast included. Bklt. "YM".

**Beekman Tower (Panhellenic)** 49th St., overlooking East River, all outside rooms, walk to Times Square. Radio City, Grand Central. \$2.50 daily, \$12. weekly.

**The Buckingham,** 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from \$7 a day. Walk to Central Pk., Radio City, Times Sq.

## Saratoga Spa

**The Gideon Putnam**—the Spa Hotel in beautiful Geyser Park. Country-house rooms. American cooking a rediscovered art. Baths open year 'round.

## Watkins Glen

**Glen Springs Hotel.** High above magnificent Finger Lakes. Natural Nauheim Baths. Splendid cuisine. Golf. . . . New York Phone Medallion 3-5295.

## PENNSYLVANIA

## Hershey

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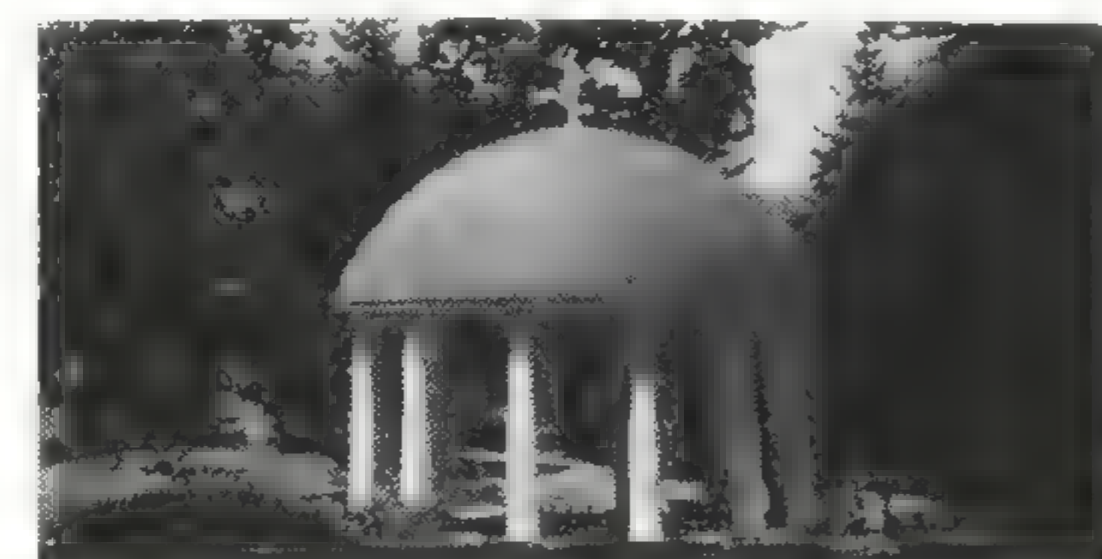
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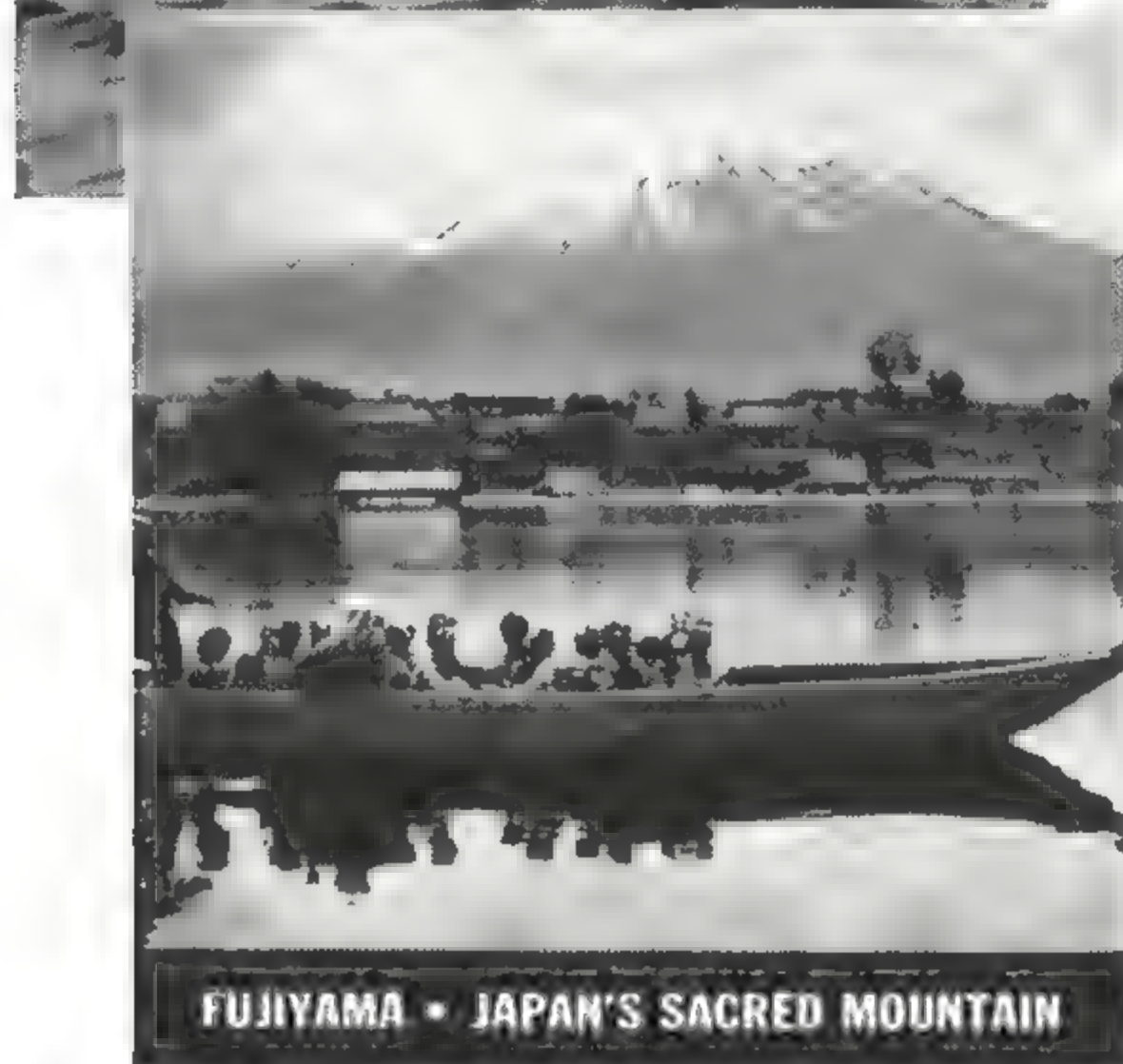
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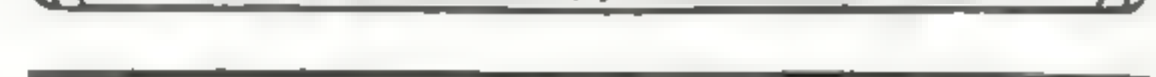
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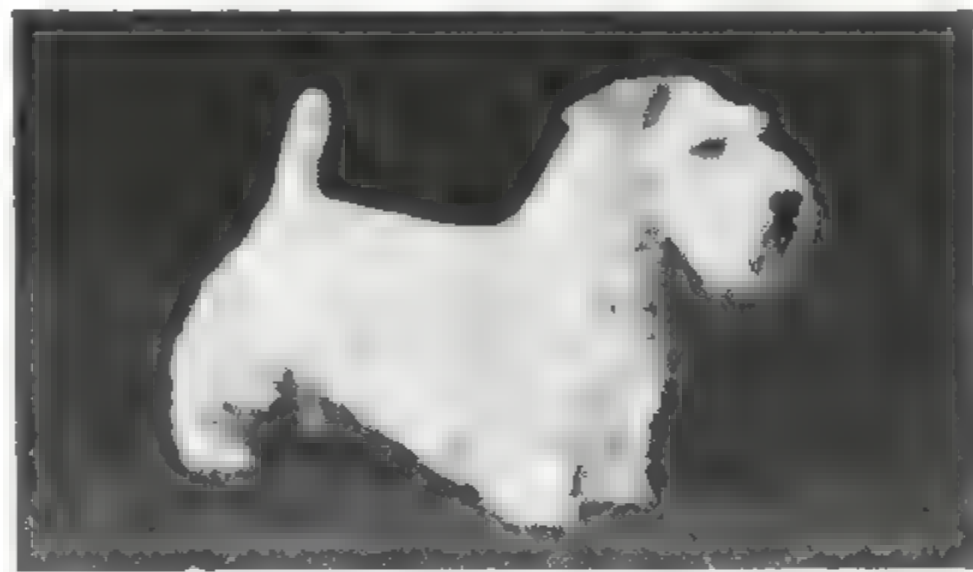
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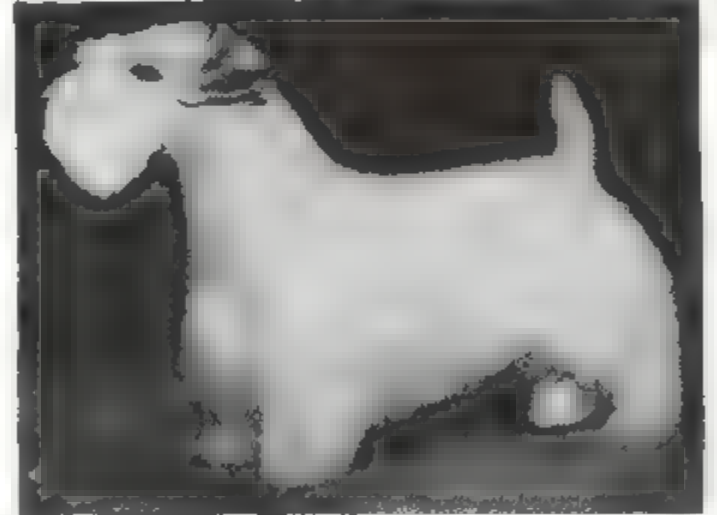
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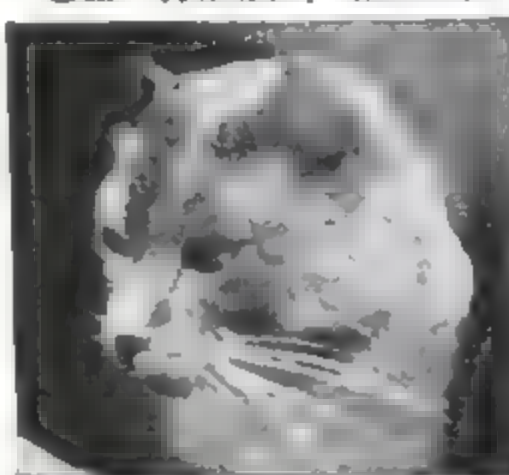
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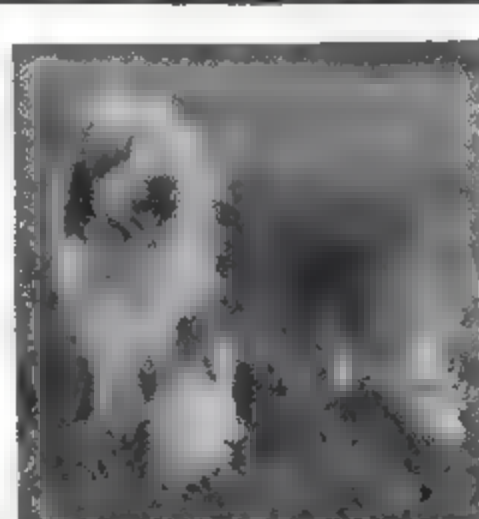
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# OF VOGUE

In response to a growing demand for evening classes, the Bedford Hills Training Class has established after-dinner meetings for those who can not attend during the day. If your time is limited and you find it impossible to attend these get-togethers, or for that matter, to school your dog at home, it is advisable to place him with a professional trainer, a man qualified by experience to teach your dog, with kindness and patience, the ways of obedience.

The question of age and training has been discussed many times before. The mature, healthy dog can be taught obedience, no matter what his age. One of the winners at recent exhibitions has been a ten-year-old Irish Terrier. His alertness and responsiveness were a joy to watch, and the spontaneity of his work would have been the envy of his two-year-old grandchildren. For the puppy, no serious training course should be attempted during his growing period. Give him every chance to play and romp, to gain poise and a familiarity with people and situations about him.

Naturally, kennel owners were quick to visualize the merits of Obedience-trained dogs. They breed to-day for brains and ability, as well as for type and conformation. Dogs are sold either with Obedience Test ratings or with the idea of eventual participation in a training class. Obedience Tests at dog shows have very definitely become an integral part of bench activity, and, for the first time in its history, the Westminster Kennel Club's show in New York next February will hold classes at its three-day show in Madison Square Garden.

Those who wish further information on Obedience work may write to The Dog Mode of Vogue, 420 Lexington Avenue, New York City. We shall be very glad to send addresses of Obedience Classes; supply names of books on training of the dog; and recommend kennels where trained dogs may be purchased.

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**BEAUTIFUL HAIR** is the title of a valuable booklet on the care of your hair. The Ogilvie Sisters recommend treatments for various unhealthy scalp conditions, and here you'll find your remedy for "end-of-summer" hair. **OGILVIE SISTERS, DEPT. V, 227 EAST 45 STREET, NEW YORK, NEW YORK.**

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**SILK HOSIERY—COCOON TO COUNTER** is an informative booklet describing the manufacture of silk stockings from the preparation of the raw silk through the dyeing and finishing. This will be sent to you with the compliments of **Humming Bird hosiery. DAVENPORT HOSIERY MILLS, DEPT. V, CHATTANOOGA, TENN.**

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**VOGUE'S SCHOOL DIRECTORY** contains a listing of private schools for boys and girls, and vocational schools for men and women. It also gives helpful information about how to choose a school. For your copy, write **VOGUE'S SCHOOL BUREAU, DEPT. 22, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.**

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New York

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I'll never cease being grateful for the "tip" you gave me on your last visit. With Vogue's Address Book as my personal "courier", shopping has really been fun. I also followed your suggestion and made it up into a real, little address book for my purse. On your next trip, we'll have time for all the new matinees.

Love,

Caroline

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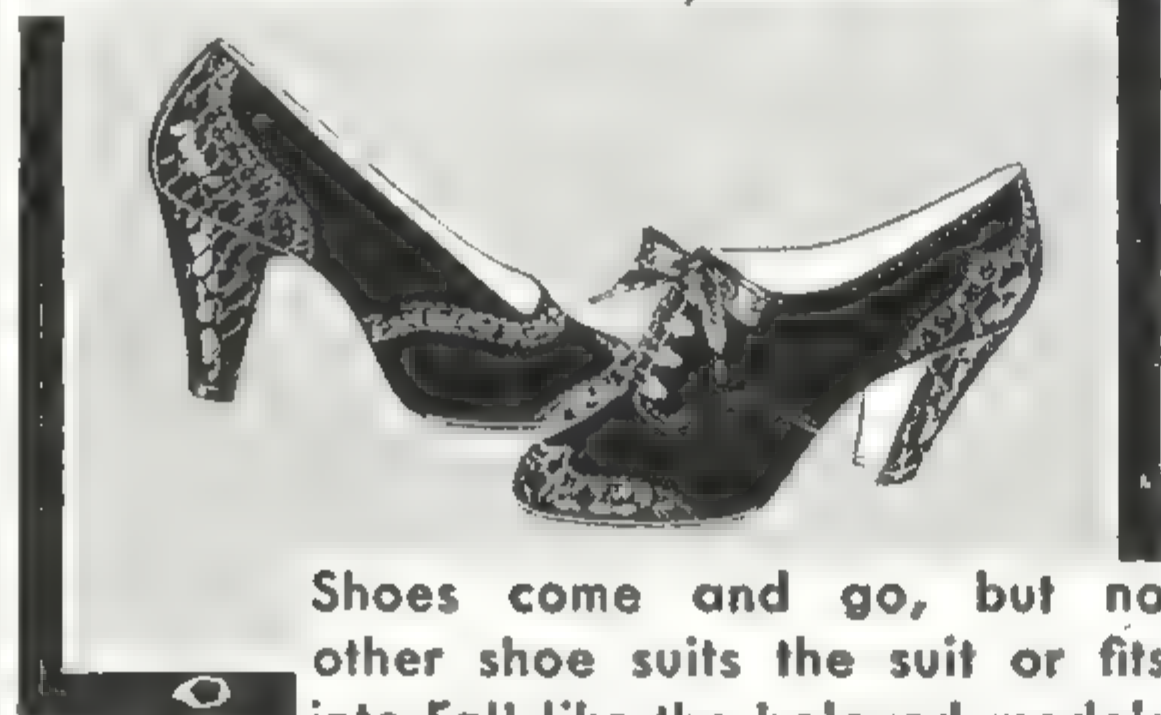
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# VOGUE COVERS

## Monte Carlo Ballet Russe

Into the June 15 Vogue went the distillation of the Ballet Russe in its taut spring training season at Monte Carlo; pictures of Bérard's designs for the "Beethoven Seventh Symphony"; Matisse's backdrop for "La Farandole"; snap-shots of the ballerinas practising intently. Now, after a sticky summer dancing for insatiable Londoners at Drury Lane and Covent Garden, the Monte Carlo Ballet Russe comes to dance at the Metropolitan, beginning on October twelfth.

As though the astringent newness of this year's productions were infectious, even classics like "Giselle" have been freshly staged and added to the repertoire. "Giselle" is the traditional "Hamlet" of the ballet, since the heroine, like Ophelia, goes mad after losing her lover. Strangely like Pavlova, who was an unforgettable Giselle, Alicia Markova—the adored young English ballerina—will dance the rôle here, on her first visit to New York. Ballerinas fight for the part, which represents their artistic coming-of-age. In the graveyard scene, look for the "willis" dancing in the moonlight; the "willis," according to legend, were phantoms of unengaged girls, whom it was death for a man to touch.

One of the new ballets, "Gaîté Parisienne," has fresh, frilly, high-booted costumes by Comte Etienne de Beaumont—replicas of the original Second Empire frou-frou that enchanted the bourgeois South Americans discovering Paris for the first time. Offenbach's lyric tunes lilt through the frolic, as abandoned as Cora Pearl, as Bohemian as Baudelaire in a green wig. Danilova, done up as a Glove Seller with a corps of

suitors, scorns Massine—a rich, clumsy travelling salesman from Peru.

"Beethoven's Seventh Symphony," with sets and costumes by Bérard, was the sensation of the London engagement. British digestions, congenitally squeamish at innovations, received the new work with gusto. Massine took eighteen curtain-calls, was presented to the Duke and Duchess of Kent in the Royal Box. Only the critics, with the exception of Ernest Newman, remained frigid; Newman, in a controlled fashion, raved.

Look for that suède serpent you saw in Bérard's sketches reproduced in June 15 Vogue—with rubber balls for vertebrae, slithering over the floor in the first movement. (If you know the music well, you may know just when to anticipate the snake motif.) Watch for the sudden surge of red across the stage in the last movement, when destruction by fire chases away a Bacchanale. The slow movement, in its austerity, has the profound religious feeling of an Italian Primitive. Even those who deify Beethoven sanction this part of the Beethoven-Bérard-Massine coalition.

Most unified of the new ballets is "Saint Francis," for which Paul Hindemith wrote the music, Tchelitchew worked on the décor, and Massine the choreography, all simultaneously. Byzantine in effect are the rich fabrics Tchelitchew uses; the stark, Graham-like gestures of the dancers, who move solidly on the soles of their feet, not on their toes.

The second-night performance of the Monte Carlo Ballet will be a kind of second "first night," by the way. It's to be given for the benefit of the Seamen's Church Institute. Mr. Henry Forsyth, chairman of the benefit committee, and his assistants have been selling parterre boxes; Miss Martha Michalis heads the débutante committee.

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## All for food

Epicures emerge purring from "Robert," 33 West Fifty-Fifth Street. Any one who believes that eating should be an end in itself, not a mere stoking of the engine, finds himself using up his best adjectives on the cuisine. And it would be pretty hard to find a better use for them.

Robert himself is the personality of the place. He'll help you make up your mind if you're wavering between rack of lamb; eggplant, *meunière*; or breast of duckling, *bigarrade*. And unless you're a wizard on wines, better let him guide you accurately among vintages. (There's an enviable cellar.)

If you've all the time in the world, "Robert" is a fine place for lunch—the time is needed for lingering contentedly over your food, since the service is like lightning. Two or three hours isn't too long to allow

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# THE TOWN

for dinner, either. Somehow, you just like to stay on, and have more coffee, and more coffee....

(Incidentally, everything is *à la carte*, and the prices are not small. This, however, is what is meant by "money well spent.")

Decorations? Oh, something unobtrusive in soft red and green, as we remember. You see, we were so busy eating....

## Life stirs in the galleries



If you've never quite gotten over Snow White, the Julien Levy Gallery is showing some original pictures made by Disney artists before starting work on the

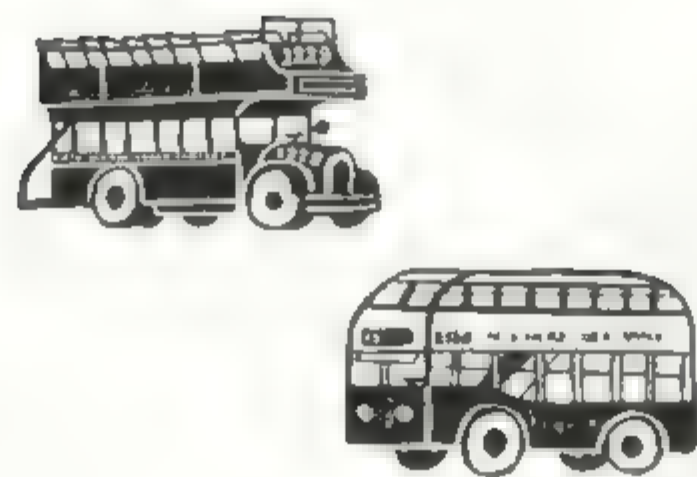
film. They're on exhibit until October 5, as well as some originals from the latest Disney film, "The Brave Little Tailor"—which you've probably seen by now at the Music Hall. What's more, they're all for sale—from about \$5 to around \$35. You can tell yourself, if you must rationalize, how charming they'd look on the nursery walls. But, in our unabashed opinion, a celluloid portrait of Dopey, his eyes glistening with complete bewilderment, would be just the thing for the walls of our bar.

In quite another vein, the next Levy show is a memorial exhibit of the paintings of Honoré Palmer, junior, who was a talented young member of the Potter Palmer family, of Chicago. His work will be there from October fourth until the nineteenth.

If you've developed a staunch affection for the Primitives, you can see more of the pictures of Bombois, Vivin, and Eve up at the Perls Gallery. The fun of it is that you can follow the progress of naïve painters so clearly. For, without losing the simplicity that's common to all of them, they develop steadily, each in his own undeviatingly personal way. Eve, incidentally, continues customs-inspecting, while dealers camp on his doorstep to get canvases.

The embracing title of the exhibit—Group Show of the School of Paris. The more sophisticated works in it: paintings by Vlaminck and Utrillo, Soutine, Matisse, and Picasso. One of the Picassos is the blue-period gouache—"Les Jongleurs"—with a great salmon-red acrobat. There's a fine Vlaminck landscape, full of good fresh green and sweeping brushstrokes; a Soutine portrait-study and a flower-piece—both strongly, roughly painted, in strong colours.

You might like to see if the Rouault prints at The Museum of Modern Art have any of the stained-glass quality of his modern French paintings; to see the photography of Walker Evans, who notices everything from a rococo canopy on an old Maine pump to the oddly straight stocking-seams on a sack-shaped woman.



The Museum has just published a book of his honest and profoundly American photographs. "Useful Objects under \$6.50," a whole roomful of them, are on exhibit, too, proving that egg-whisks, cheese-knives, dish-racks, and salad-bowls can be nice pieces of design no matter what mundane purpose they serve.... Excellent in their simplicity, not one of them has a superfluous squiggle.

A Brittany landscape by Gauguin, at the Reinhardt Gallery, has brilliant orange-reds in the foreground, suggesting the warmth that he diffused through all his painting, later in the South Seas. The canvas is one of a group of Modern French Paintings that go on exhibit October 5.

By profession, John Albok is a tailor; by predilection—a photographer, strictly amateur. Up at the Museum of the City of New York, he's having a show called "Faces of the City." The faces are divers: organ-grinders, balloon-sellers, door-men.... A Hungarian—thin, with hair clipped *en brosse*—Mr. Albok sees New York's thousand faces, snaps them all unnoticed. For he never leaves his Madison Avenue shop without a camera.

## Jams, pigs, oxen. . . .

Maybe you've put up the boat, stored the station-wagon, and boarded up the cottage, but you still owe yourself one last fling—the Danbury Fair. October 1 is the opening day. For a week, the fair-grounds will be a hazy golden brouhaha of sleek, blue-ribbon cattle, fat pink pigs, immaculate vegetables, Hell Drivers, trotting (Continued on page 50)

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## VOGUE COVERS THE TOWN

(Continued from page 49) sulkies, and barkers orating on a dusty midway.

The ox-drawing contest is still the big event. (For fifty years, Nate Beardsley, a Yankee farmer, has driven his string of small, solid Devons all the way down from Roxbury to compete. He has a bushel basket full of blue ribbons.) Then, if you've never driven in a trotting race (and the chances are, you haven't), there's an event for "amateur ladies," with a two-hundred-dollar purse, all horses faster than 2:07 barred.

There's an exotic pet show, too, with prizes for everything from mocking-birds and covies (look them up), to coons and ferrets.

Climax it all properly with an airplane ride, and afterwards stop in for dinner at the White Turkey Inn, three miles north of Danbury, on Route 7. Have charcoal-grilled steak and farm vegetables, served on Wedgwood and Spode, after cocktails in the pine bar. Better make reservations ahead during Fair Week. Alternatives: the Mad Hatter Room of the Hotel Green on Main Street; the Timber Trails Inn, about twelve miles north of Danbury.

### Beethoven series



Banishing the girl in the fish-bowl from the foyer of 254 West Fifty-Fourth Street, painting out the fleshy panels in the lobby of what had been Billy Rose's old Casino de Paris, the Federal Music Project moved in and began to make music. That was several years ago. This season, the Federal Music Theatre still has the same address, and a number of interesting musical brands in the fire.

On October 9, the Federal Symphony Orchestra starts on a Beethoven series, to be given on alternate Sunday nights. One symphony will be

performed on each program—which gives you an idea of how many concerts there are. Other works will be the "Fidelio," "Egmont," "Prometheus," and the three "Lenore" overtures; the concertos for piano and violin.

Chalmers Clifton, who is New York director of the Federal Music Project, and who conducts Beethoven particularly well, will conduct the opening concert. Guest-conductor and soloist for the violin concerto is Jacques Gordon, director of the Gordon String Quartet, which retreated during the summer to white clapboard cottages at Music Mountain and gave Sunday concerts for all the Berkshires. Another guest-conductor will be Albert Stoessel, who is probably busy right now rehearsing the Worcester Festival orchestra. Three piano soloists who'll appear are: small, Scottish James Friskin, whose playing is restrained perfection; Town Hall favourite, Katherine Bacon, who handles her domestic and artistic lives with equal efficiency; and slim, dark Grace Castagnetta, with a two-continent artistic reputation.

We watched a rehearsal conducted by Edgar Schenkman of Juilliard, young and vehement. Once, when Von Hoogstraten had come to the Federal Theatre as a guest-conductor, half a dozen men put down their instruments and came to greet him afterwards—men who'd played under him in Philharmonic.... There are countless situations like that—just as there are in the Federal Theatre. But on rehearsal afternoons, personalities and pasts vanish before the business of making music. Then the Federal Symphony is any group of trained musicians, a serious, perspiring group that just happens to have on pink shirts, blue shirts, brown shirts, yellow polo shirts, and suspenders. In the evening, the same company, brushed and black-coated, settles down efficiently to its music, open on the desks, tunes up... and the music is good.

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# VOGUE COVERS THE TOWN

## "Midway in My Song"



Before hearing Lotte Lehmann sing *Lieder* on November 21 at the Bagby Morning Musicale at the Waldorf-Astoria, or opera this winter at the Metropolitan, you'll want to read her new book: *Midway in My Song*, published by Bobbs-Merrill. Warm, unpretentious, and full of the easy clichés of rapid speech, it reads like a long conversation.

Edited this summer during a hypothetical holiday, the story of her personal life is that of a perfectly natural, plausible woman, who loves her family, gets homesick, is self-conscious and terrified at her first encounters with celebrities. Unaltered by the magnificent voice that shapes her career, she puts her artistic experiences just as simply—whether they involve difficulties in singing in time, or successes under Bruno Walter or Toscanini, with Elizabeth Schumann, Jeritza, or Lauritz Melchior.

Lauritz Melchior, a great friend as well as a colleague of Madame Lehmann's, will also sing on the Bagby program of November 21. At the moment, he's planning a safari to the Canadian Rockies in search of moose, bear, and other ponderous game. In an excited letter to a friend, he listed the following items to be purchased for this famous trip:

Air-pumpe for meine rubber maträtze zu sleeping bag  
1 package hob-nails  
1 pocket water-proof Matsch-Safe  
1 tape-measure (to estimate the Kill, no doubt)  
Flashlight, mit extra bulbs and batteries  
Tulung gum (sic)

## Second generation

Until about a year ago, "Mary Elizabeth's" spelled refuge, rejuvenation, and lunch or tea to any number of shoppers who found themselves near Fifth Avenue and Thirty-Sixth Street. Then a year's hiatus ensued, and now a new shop is carrying on the tradition at 6 East Thirty-Seventh Street.

The new Mary Elizabeth's has a feature we like particularly, now that the noon air has an autumnal zing. It's a peasant soup room, where a fifty cent luncheon includes an earthen bowl full of soup accompanied by black bread and salad. The soups are sturdy concoctions like Austrian sweetbread and asparagus soup, or Holland black

bean, Spanish split pea and salt cod. Swedish yellow whole pea and salt pork, Italian *minestrone*, and others.

The main restaurant is headquarters for three varieties of curry—lamb, chicken, and shrimp, and always there is some herbed or egg dish. In the candy and bake shop, recently moved from its Forty-Second Street quarters, you can still get the famous Mary Elizabeth crullers, fat and round like the English doughnuts, and light as spun sugar....

## Town gossip

Any one can see how television works these days. Any one, that is, who goes up to NBC's new television show. Point of Departure: mezzanine floor of the RCA building. Time: any day between 9 A.M. and 11 P.M. We'll guarantee that it's interesting, whether or not you grasp the intricacies of the Iconoscope and the Scanning Disc. What's fun for everybody is the receiving-room, where the four television receiver-sets are. When the group ahead of you goes into the television studio, you see them through a window standing up to be televised, while, on the receiving-set, you see their television picture and hear them talk. Your turn comes next....

Now that the carefree summer's over, the Rainbow Room is going back to the formal-dress régime (October twelfth, to be exact). Alec Templeton, the blind English pianist, will be back, playing "Alexander's Ragtime Band" in the best Beethoven manner, or the "Moonlight Sonata"—with Gershwin syncopations. Al Donohue and Eddie LeBaron still provide dance music. In the Grill, you dance to a new band—Paul Kain's; Marlynn and Michael continue to run the champagne-stakes dance contests.

The "Kollege of Musical Knowledge" (Dean, Kay Kyser) has two campuses now: the studio from which Lucky Strike programs are broadcast, and the Pennsylvania's MADhattan Room. Classes at the Pennsylvania are Tuesday nights, at the supper hour, but, if you have your degree already, you can go any night for dinner or supper, and just dance.

Something new on Fifty-Second Street: the Gay Blades Ice Casino, just west of Broadway. You can sit comfortably and watch a fancy ice show, have dinner, and dance between shows; or skate, if you'd rather, when the revue's not on—skaters have a dining terrace all to themselves.

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**M**ORE NEWS FOR WALLS—Jones and Erwin, whose first collection of wall-papers was brought out last spring, have carried on with an even more exciting set this autumn. These made-in-America "Hobe Erwin Editions" are developed mostly from old documents, but so adapted in colour and what Mr. Erwin calls "flexibility" as to make them entirely new.

There are stripes that can be cut and used as borders or to form panels, or used in their natural state as stripes, and this planned flexibility makes for new effects that are only limited by your—or Mr. Erwin's—imagination.

There is the grey and white and flowered one adapted from an old French circular ceiling-panel. The white scrolled pattern that covers most of the pale grey ground is broken with circular motifs in green, yellow, and brown, and bordered on one side with a five-inch band of roses and hydrangeas in rose, blue, and lilac. This is called "Nineteenth-Century Classic," and it is more than that.

The "Portsmouth Pineapple," in one of its several incarnations, has a dusty-chocolate background dotted with pale terra-cotta pink, and over this are casually strewn large pinkish pineapples and their leaves in three shades of green. The "Palmette," on a soft yellow background, is patterned more conventionally, with leafy scrolls in buff, white, and coffee-colour, which surround classic palmette-motifs in chalky-blue and brown.

Another dark-ground paper is the "Coral," with serpentine stripes of delicately drawn coral shaded from cream colour to brown on a deeper brown ground, and the "Twelve Oaks Rose Vine" is a beautifully meandering pattern of white roses and green leaves on a pale blue ground. There are several other colourings of each of these, and they all have that unhackneyed Erwin touch.

**PAINTED CURTAINS AND OTHERS**—All over the walls of a large square room at Ruby Ross Wood's, you'll find great pale-coloured draperies (painted) casually held by nails (painted), and in a series of colours ranging from pale yellow to pink to violet to blue. Mrs. Wood's idea, of course; and in front of each separate panel, you will usually find a grouping of accessories in deeper tones of its colour.

Mrs. Wood has a white satin from London called "Les Sylphides," which is painted, too, this time with motifs in black, star-sapphire blue, and pale olive-green. It takes a second look to see that the figures are highly stylized "Sylphides" dancers. This satin has been used to curtain the windows of a white drawing-room with a floor smartly paved with alternate squares of black and blue. There is a mantelpiece with a bolection-moulding of black-and-white marble; the chairs are in soft blue leather and olive-green velvet; and the six-light appliques have alternate shades in black and blue.

And to complete the picture, in this flat of an untrammelled ballet-addict, the walls of the little entrance-hall are covered with the Picasso designs for the "Tricorne" ballet.

In the drawing-room of a small duplex flat by Mrs. Wood, there are pale beige walls as a setting for a collection of Queen Anne furniture. Curtains of deeper beige velvet (which seems to be coming back into decoration) have valances banded in tomato-red, which is repeated in the hand-rail of the staircase leading to the bedroom. Here, there are flesh-coloured walls with curtains of brilliant satin in the same colour, which are lined in pale blue. Two Queen Anne beds are upholstered and covered with the same satin quilted in tomato-red, and a *chaise longue* of pale blue silk repeats the colour of the mats surrounding the many early flower prints on the walls.

Mrs. Wood's collection of horses and foxes continues to grow, with examples in cast-iron, ormolu, and needlework. The

## Classic Simplicity



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General Manager



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a climate soft as velvet  
...gull-haunted dawns  
that end their days in  
dusks of amethyst and  
gold... Autumn with a  
dash of August...  
October still in touch  
with summer... warm  
enough for bath-  
ing... cool enough for  
blankets and hot  
enough to tan.

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the Autumn foliage  
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# DAY-BOOK

ormolu relief of a horse, surmounting a spirited baroque scroll, is mounted on a black background and framed in walnut and gilt. This one is English, and so is the pair of foxes and scrolls of cast-iron to be mounted as andirons. A hearth-rug of coarse needlework shows a fox in full flight on a scarlet ground, and a small table has a top of tiles, depicting as handsome a horse as you have ever seen.

Mrs. Wood's newest invention will have many repetitions. It is a two-fold screen entirely covered with cork—each fold, and on both sides. Here, she pins the clippings that most amuse her; photographs of rare pieces of furniture, menu-cards, snapshots, and even Fortnum and Mason's decorative folder describing hampers for Ascot. She has developed this idea in an even more practical and equally decorative way; beside her dressing-table is hung a charming old gilt frame with its picture-space filled with cork, and on this are stuck invitation-cards and notes of other engagements.

LONDON MISCELLANY—On Fifty-Sixth Street, the shop of Lyman Huszagh is practically impossible to navigate with its collection of all sorts of things from London. There are many pieces of Regency furniture, pairs of chairs and a fine sofa, and a Sheraton mahogany what-not that tops any we've ever seen—it is upwards of seven feet high, very shallow, and about two feet wide, with shelf upon shelf, all separated by turned posts and crossed bars, with a most unusual (and convenient) cupboard below. There is a very fine Heppelwhite sofa in grey-green paint, with a gilt husk-painted decoration and a fine shallow curve to the front.

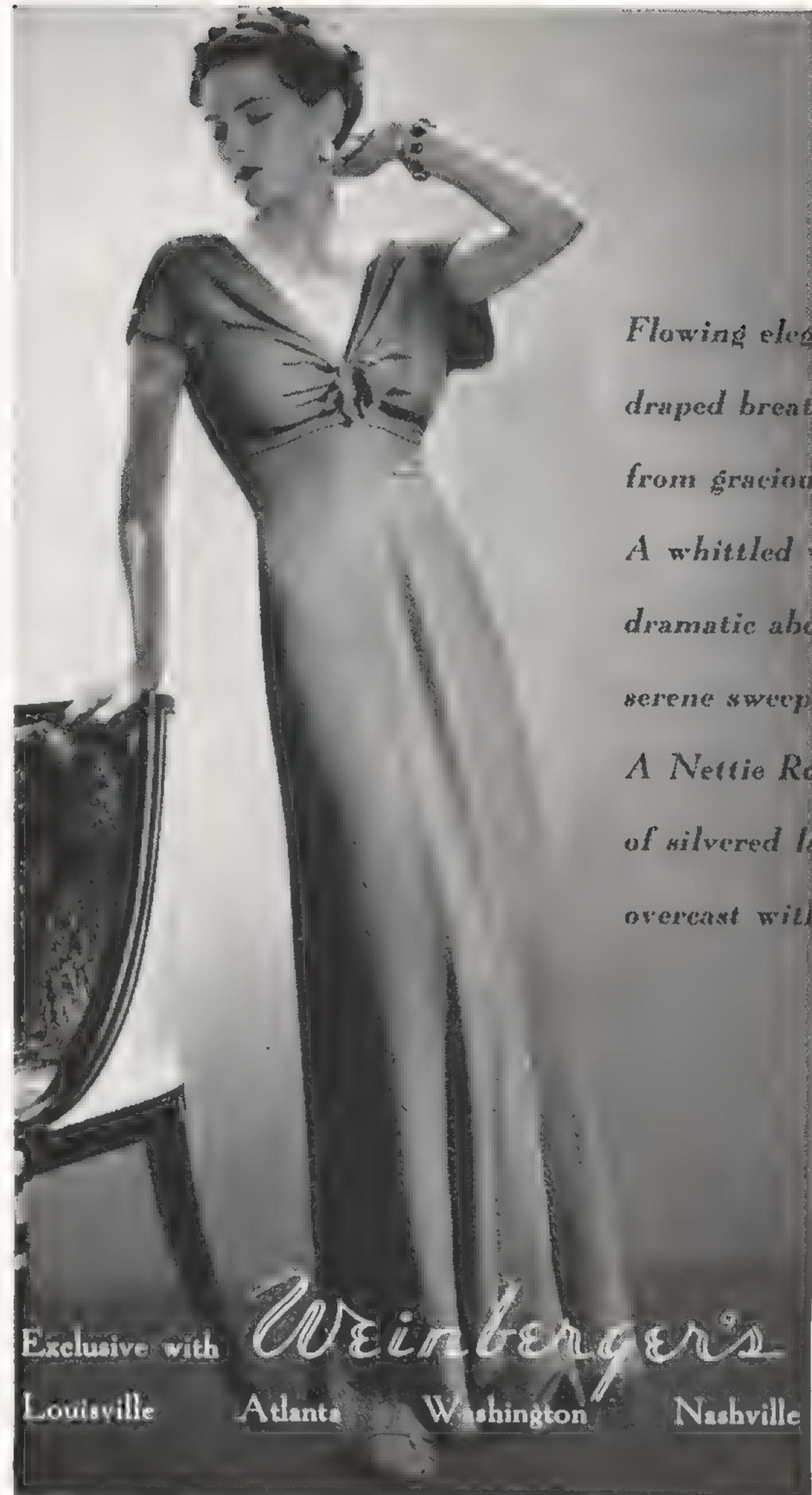
Among the accessories is a large oval papier-mâché tray with a wide border of finely painted flowers on a gilt-dotted ground, and a smaller border of gilt Greek-keys enclosing the deep brown-black centre; one of the few with the Burton hall-mark. In the wilderness of lamps and crystal is a pair of Regency "crick-lights." These were used even then to light out-of-door tables, much as our recent hurricane-lights have been used. The shafts are finely cut crystal, with a pair of simple ormolu arms holding a wide crystal *bobèche*, which, in turn, holds a small hurricane-globe to protect the flame of the short thick candle. Another similar pair has a single light, but has two crystal vases to hold flowers near the base.

The collection of lamps is vast: handsome urns of metal tortoise-shell with ormolu trimming; a fluted column, rather heavy, of the same sort; and large-flowered porcelains, singly and in pairs. Very special is the pair of black porcelain cache-pots with wide bands of gaily coloured morning-glories, a pair of dark blue porcelain ships' lamps with crested panels on the front, and a pair of grey porcelain lamps sprinkled with gilt rosettes and finely painted flowers.

ITEMS ABOUT TOWN—J. John Roth, Jr.'s mirrored coffee-tables with crystal-like (not mirrored) legs, and Rena Rosenthal's wicker flower-and-bird-cage stand. To see the Roth coffee-tables, you will need the help of a decorator. There are four models, ranging from about \$125 to \$140; three of the coffee-tables are oblong (about eighteen by thirty-six inches), and one is oval. They all have mirrored tops and sides, plain or faceted, but the clear, crystal-like legs give them a very new and practical look.

The Rosenthal bird-cage stand is simplicity itself. A large square wicker basket of vertical strips is mounted on a simple low stand of wood, and, through the centre of this, a square shaft holds the square cage, likewise of vertical strips, with a slanting roof. With flowers below and birds above, all it needs is a wide, sunny window.

EVERETT GRAY LINSLEY



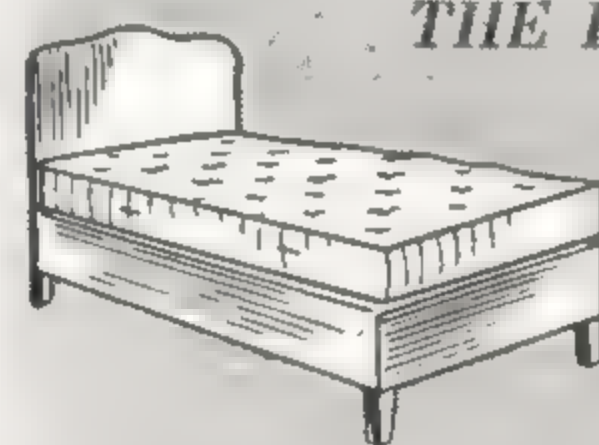
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draped breathlessly down  
from gracious shoulders.  
A whittled waistline  
dramatic above the  
serene sweep of skirt.  
A Nettie Rosenstein original  
of silvered lamé  
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OCTOBER 1, 1938

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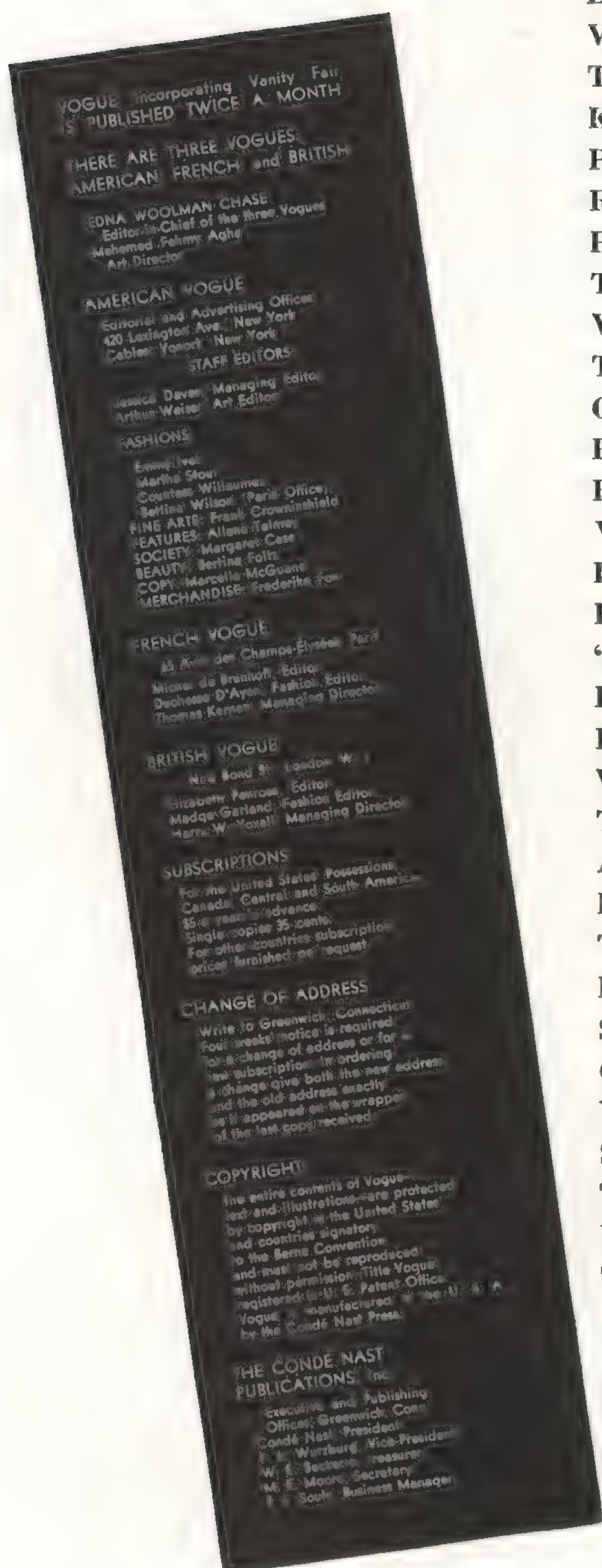
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DEMAQUILLANT CREME GIVES A SATIN SMOOTHNESS TO THE SKIN  
CARON





Yes, more often than not. No use hedging—you definitely don't look like a dewy youngster with that hair up, collar up, boots up.... The young women of the 'Nineties didn't look any too young when they wore them—and didn't they put their hair up purposely to appear grown-up? Up-hair can make you look distinctly 1938 and fragile and feminine and maybe a little helpless, but don't count on it to clip years off your age. Only girls in their 'teens take on a baby-out-of-the-bath mien when they whisk it up.

And how we Americans rebel against looking our age. The French will trade adolescence for sophistication—any day. But America likes to hang on for dear life to youth. So the battle rages loud through the land. Roars of disapproval go up from some quarters. Wild admiration from others. Some women think up-hair is unflattering and cruel. Others think it's divine. Some moan (rather benightedly) that they have trouble wearing hats. Others retort that you can't wear the new hats successfully unless your hair is up. Some rail it's all too much work. Others say nonsense—it's less.

It's a good scrap—and we can see both sides of it. We're all for it because it's new and fun and the greatest change these same old faces have had in years. But we lay down no blanket rule. If you can't make it becoming, if your physiognomy needs gentling—by all means have a more compassionate coiffure—so long as it isn't one of those long, shoulder-length manes. There is only one type of woman whom we really deplore—the one who has never tried it at all.

### **Vogue's-eye view of autumn fashion**









HORST

# This Year's Eligibles

...One of the richest candidates among wedding-dresses—that silver sheath of Molyneux's, above, with a sultanic necklace of pearls and brilliants embroidered right into the round neck-line. And for more splendour, a chaplet of pearls dipping over your brow, to secure the veil that's be-gemmed with more pearls.

...One of the new loves of the season—a dirndl wedding-dress. Just like a day dirndl, but long, and surprisingly appealing. Have it of white satin, taffeta, or bengaline—there's one on page 137. And have your bridesmaids in velveteen dirndls—very Old-World—in all shades of violet.

...Old loves, returned or lingering. Leg-o'-mutton sleeves—they make your throat look delicate. Dog-collars of pearls, to reach almost up to your ears (page 98). White, which goes on forever and ever. Petticoats edging shyly into sight with each foot-fall down the aisle. Muffs for your bridesmaids. Long opera gloves for you.

...Some new catches for your head. Three white velvet bows in lieu of orange-blossoms. A veil swathing your face (page 98), like one you might find in an attic trunk. A long tulle veil with tiny green leaves applied around the border—a new idea of Lanvin's. A cap of white orchids, like the one Miss Elena Villa wore, and on the heads of her ten bridesmaids (page 76) caps of white ostrich. On the left wrist of each, a bracelet of ostrich.... And if your hair is up—a pill-box of white satin, with a *pouff* of tulle on top and a cloud of tulle trailing from it.

...Some new proposals for your hand: A nosegay of violets—since the modest violet is one of the favourites of the field to-day. A bright bouquet against your white dress—say, three stalks of red amaryllis or a circular bunch of gladioli blossoms that have been stripped from their stems. (Continued on page 139)

Opposite: Balenciaga makes a wedding-dress that's as demure as a Mid-Victorian's—of white ottoman, corset-slim through the waist, buttoned decorously to the throat. The head-dress—lilies-of-the-valley; a white ottoman bow. Lilies-of-the-valley nosegay. (Hattie Carnegie)





He'll think he married an angel if you put on, some night, Maggy Rouff's silver-threaded lace dress (Saks-Fifth Avenue)





HORST

That old love, lace, in Piguet's scarf and dress, with a silver sequin slip beneath (Lord and Taylor). Boucheron jewels





## AT-HOME COAT

On one of your first evenings at home, take this out of your trousseau. Molyneux's ornamental hostess coat of creamy gauze, encrusted with real gold thread embroidery, hanging loose and straight over a white satin slip. It buttons only once, high up under the chin. Bergdorf Goodman





**KILTS AND PLAIDS** Three of the great clan of plaids at the Paris Openings. First, Molyneux's suit made entirely of Rodier wool scarfs, its skirt kilted, its hat a tam-o'-shanter. Second, Schiaparelli's wool tailleur and furry felt hat sprouting feathers. Third—plaid raised to evening ranks—Molyneux's plaid scarf and girdle on a softly draped crêpe dinner-dress





*Pinwheel stripes*





Out of Paris reel dance dresses that are whirling pinwheels of colour—and who can wear them better than the tall young of America? Include one in your trousseau—bride-to-be. Opposite: Vionnet's velvet dress—the skirt spinning with stripes (I. Magnin, California). Above, first: Alix's burst of satin ribbon stripes below a hugging sheath of mousseline jersey. Last: Lanvin's splurge of striped lamé and a cape bordered with fox. (Custom Salon, Jay-Thorpe)





1. Roses rambling in the flounce of Mainbocher's velvet dress—the shade called “modest violet”
2. Rose-pink—what Schiaparelli calls “cameo-pink”—in a wool jacket with a skunk collar. (Russeks)
3. Roses bunched on the hip of Molyneux's slipper satin dress—the sleeves pure leg-o'-mutton. (Marshall Field)
4. A rose of sequins on the chest of Mainbocher's high-necked, long-sleeved velvet dress. (Bergdorf Goodman)





5. Violet for morning—Molyneux's wool suit with a medium violet jacket, deep violet skirt, light violet blouse
6. Violet for afternoon—Chanel's velvet suit the colour of crushed Parma violets. (Salon de Couture, Bonwit Teller)
7. Violets for evening—an oversized bunch of them pinned on Molyneux's pearl-grey satin dress
8. Violets on ears, violets on shoulders, violet gloves, and a violet moire dress—all from Mainbocher





PROTECTED WOMAN—protected in the longest, loosest, most coddling coat to come out of Paris. Mainbocher's great ulster of wool, heaped with blue fox, swallowing you up in its warmth. Abetting it—a blue fox muff and a grandmother bonnet of ostrich



# They're human after all

A slightly embittered report on heroines in fiction . . . by Katharine Brush

TAKE a fiction heroine—almost any fiction heroine. Let us say her name is Margot, as it so often is. According to her creator, she has direct grey eyes, fringed with long lashes; a white forehead, arrowed deeply by a widow's peak; rather high cheek-bones; a large, generous mouth, frankly painted; a skin with mauve lights in it; and pale honey-coloured hair.

This is the surface Margot. Unless the editors have cut the story where they can, she also has exquisite legs, and a lithe, slender, graceful figure. She looks well in a bathing-suit. She swims well, incidentally, and rides well, with her hair blowing. She dances superlatively, and, when this happens, her hair is like a golden flower against her partner's coat lapel. One of her evening gowns is like a flame, another is like moonlight on a waterfall. She has an indescribable chic that women envy.

This description omits so much that readers have a right to know. Margot is human, isn't she, after all? Doesn't the author say she is? Doesn't he keep hammering it home that she isn't just a glamorous puppet—she's real, she's genuine, she's flesh-and-blood, she has her faults and flaws? Then why doesn't he *show* some of her faults and flaws, just once, for heaven's sake? I'm sick of her perfections.

Do you know, for instance—have you ever even dreamed—that Margot suffers from hay-fever, has claustrophobia in elevators, puts zinc oxid ointment on her eyelashes at night, sleeps on her face, reads only tabloid newspapers, cries at parades and weddings—but not at funerals—, tells long dull stories about dreams she's had, takes ginger ale with Scotch, and, after six years of piano lessons as a little girl, can play two tunes—"Lord Jeffrey Amherst" and the "Melody in F"?

Margot is twenty-six—not twenty-one, as you've been told. There is no denying that she is beautiful, or almost beautiful. She ought to be, she often thinks. She works at it hard enough. There's her figure, in the first place—that lithe, slender, graceful figure. That takes dieting; exercise; massage; reducing lotion; a rubber girdle; a patent rolling-pin; some thyroid pills that the doctor gave her; electric-cabinet baths; paraffin treatments; a rowing-machine; a stationary bicycle; and even then she has to remember to hold her stomach in. Sometimes she wonders why the hell she bothers.

It is true that she looks well in a bathing-suit, providing the suit has a little skirt to it—she is a wee bit bow-legged from the knees up. She has small feet, but they are scarcely beautiful when bare, and she does well to keep her beach shoes on as resolutely as

she does. Her blond hair is her own, but, within recent years, it has been showing an alarming tendency to turn dark at the roots, especially in the back, so that she has to have it bleached as often as anybody else. It smells of cigarette smoke, and I don't care what the author tells you.

Margot needs glasses, and she even owns a pair, but she never wears them. She puts butter on celery, and sugar in tomato-juice. Her table manners are good in public, but really quite wolfish when she is alone. Strawberries give her hives, and she is also allergic to pork. One of her back teeth is missing, and has been since 1932, but she prefers a gap to a bridge. She uses a wax depilatory, and she has a passion—at times unconquerable—for chocolate almond bars.

She talks to herself from time to time. She keeps a diary which she secretly believes is going to be read, and she writes it carefully with that in mind. She hums while dancing, and she is very apt to tell you anecdotes that she has told you before—she begs you to stop her, in this event, and you try your best, but you can't. Her favourite words are "terrific," "fantastic," "heavenly," "grim," and "revolting," in the order named, and her favourite phrases are "I'm not joking" and "Think nothing of it."

She is subject to mental lapses, such as suddenly not being able to remember how to spell "receive," or which way the lines point in a capital *F*. She believes in champagne for seasickness, but is a bad sailor. She never flies, for fear it would be the same in a plane—only more conspicuous. She collects small china animals. She consults an astrologer regularly. She has two hidden scars—one of an appendectomy in 1935 (mid-line incision) and one on the back of her head, resulting from a fall down a flight of stairs in the Central Grammar School of Newburyport, Massachusetts, at the age of twelve.

The author would have you believe that men take One Look at Margot and swoon at her feet, but the fact of the matter is that the only man who ever did any such thing was a Princeton sophomore called Snorky, who was as drunk as a skunk at the time. Margot has her successes in love, but she also has her failures, and the men for whom she falls hardest are usually the ones she can't get. She suffers from over-eagerness, for one thing; and the impression given you that she is always smooth and suave and cool and clever in the handling of her love-affairs could *not* be more ridiculous. Why, right now, even as we go to press, she is chasing a man named Brinkerhoff bow-legged; and he isn't the first one, either. I just don't know why authors lie to you the way they do.







# VOGUE'S SPOT-LIGHT

BY ALLENE TALMEY



**MARGARET HALSEY**, the author of "With Malice toward Some," which has become the miracle, the Flat-Foot Floogie of the book trade, has a tipsy humour. In her travel book, she has turned the England of thatched roofs and yews into something to delight manic depressives. "Malice" is violent and funny, but, more importantly, it has brilliant, queer observations thrown out in a whirlpool of similes. In fact, it is a little too full of wonderful metaphors. (The publishers took out the gory, pathological ones.) By now, the book is selling three times as fast as that old-time sensation, "Gentlemen Prefer Blondes."

Married to Henry Simon, Professor of English Literature at Columbia University and author of "Preface to Teaching," Miss Halsey started the whole to-do through her scaldingly amusing letters to Richard Simon, of Simon and Schuster, whose secretary she had once been. When she worked for him, she wrote such funny memos that he transferred her to the editorial department. In the first drafts, the book sounded a bit like a "highly intellectualized fishwife," and it still does in spots. Meek and vague, Miss Halsey, who has a bullfrog voice, is notably good-looking and a tearing conversationalist.

## "KISS THE BOYS GOOD-BYE"

Opposite: The girl in the fascinator dress is Helen Claire as Velvet O'Toole in Clare Boothe's fresh-faced comedy, clearly designed as a satire on the absurd casting difficulties of "Gone with the Wind." As a Southern belle, all done up here in a Scarlett O'Hara costume, designed by Helene Pons, Miss Claire makes jumping fools out of Northerners.

In this Anton Bruehl photograph, she is batting her eyes at four shrewd New Yorkers—at Millard Mitchell, on the left, as a rushing director; Edwin Nicander, as a Napoleonic publisher, dapper and swift; John Alexander, as a Broun-ish columnist; and, finally, at Sheldon Leonard, as a movie producer.



KARGER

"**THE FABULOUS INVALID**," which is, of course, the Theatre, always dying and always revived at the last minute by digitalis, is the new George Kaufman-Moss Hart play. It is an invitation to mass nostalgia. With their enormous flexibility, the authors have swerved to sentiment to tell the life and times of an imaginary theatre, known as the Alexandria, starting in glory, and working down to burlesque and movie grinds before returning to respectability. To do that, they have made a sentimental *montage* of sixty plays that every one knows, starting back in 1900 and going on to 1938. It is an anthology, a directory of actors, from Anna Held to Libby Holman, from Fay Templeton to Marilyn Miller, from Weber and Fields to Ethel Barrymore from David Warfield to Fred Stone.



RAWLINGS

**MAURICE EVANS**, who telescoped his luminous performance of Richard II., is Hamlet here—Hamlet at 8:15, getting a sandwich, as most of his audience will be doing, for his production will start at a quarter to seven, break at eight o'clock, and last until eleven-thirty. It will be the longest Hamlet that New York has ever seen, a marathon, with every line left in. For his Ophelia, he will have Katharine Locke, with her fragile, tragic face; and for the Queen, strong, sharp Mady Christians. Incidentally, Alec Guinness is now giving the full text of Hamlet to Londoners at the Old Vic.





**"GRANDE ILLUSION"**—The French movie, which Paris has been loving for over a year, is now New York's pet. Gentle, poetic, but not soft, this drama of the War has a brooding kindness and a slow power. (Apparently war pictures are timed best if they come neither just after war is over, nor when the war is forgotten.)

"Grande Illusion" is another of the movies proving that we are all brothers under the skin, John O'Grady and the Colonel himself—for it is mainly about three French prisoners of war (played by Jean Gabin, Pierre Fresnay, and Dito Parlo), the captives of a German officer, a gentleman, who finds his position as an involuntary warden almost as difficult as theirs. Some of the moments between them have the quiet of a Willa Cather novel, the understatement of a Thurber drawing.

At no point does "Grande Illusion" have the horror, the beating madness of the newsreels of the Spanish or the Chinese wars. This is war from a distance, war by poets who see camera angles, war by philosophers who know that it is all a waste, a great illusion that any one can win any war, for the winners are as dead as the losers. The philosophy is tucked away, like a sandwich in a pocket, in the folds of this story, three prisoners in a backwater of the war, who have a pressing nerve-need to escape from what is a comparatively charming concentration camp.

Jean Renoir, who directed it with the same touching simplicity that his father put into paintings of little girls and bathers, has given the picture great quality, the distinction that poverty gives to some faces. For the French pictures are meagre. Renoir had no money to show regiments, so he showed companies; no money for battle-scenes, so he had no battle-scenes. He had to depend on mood, on surprise—on making Erich Von Stroheim an enigma in a French movie, a German, stiff-gestured, with a brutal face and the understanding of a Saint Francis.



**LUPE VELEZ**, who has a high, hard gaiety and no more dignity than a donkey, has been teamed at last in "You Never Know," with those two great suavities, Clifton Webb and Cole Porter. Velez makes faces and falls down; Webb, dancing in the light alone, is back from those two forlorn departures from musical comedy which took him to Hollywood and to The Theatre Guild; and Porter has given them both such rippling songs to sing as "Alpha to Omega" and "For No Rhyme or Reason."

Porter writes more for his own fun than for money, and will remain, probably, Yale's greatest lyricist. (He wrote "Bull-Dog, Bull-Dog, Bow, Wow, Wow, Bull-Dog, Bull-Dog, Bow, Wow, Wow.")



**"ABE LINCOLN IN ILLINOIS"**: that is what Raymond Massey will be playing sometime this month in Robert Sherwood's new play, the second production of the Playwrights' Guild. Taking Lincoln before he grew a beard and was frozen into the statue called "The Emancipator," Sherwood shows him from the time he was the reluctant, scared Postmaster of New Salem until he became the equally reluctant President. Left out are the Lincolnian jokes, the stock situations; left in are neat controversial bits on racial equalities, religion, labour (at times Lincoln is more radical than Roosevelt, and always a wily politician).



**PRISCILLA LANE**: In a little less than a year, this small, pretty blond actress who used to stooge and sing, in a big soprano voice, with Fred Waring's Orchestra, has crossed the faint frontier of movie success. Along with the rest of the little, blond girls who have sung with orchestras, she had Warner's routine build-up; college girl fashions, sub-deb make-up photographs, the organization of fan clubs, and the title, which has gone to three other baby stars this year, of "All-American Girl." In her case, however, it worked, for in "Four Daughters," her first big picture after a few jolly campus movies, she showed her simple charm, her cunning squeak. They will go next into "Brother Rat," a simple, charming story of school-life just right for an All-American Girl.





ANTON BRUEHL

## "SING OUT THE NEWS"

The hit of this rude and happy new revue is the christening song, "Franklin D. Roosevelt Jones, Yes Siree, Yes Siree," ripped out by forty-five Negroes in beautiful, joyous counterpoint. In the wash-basket above lies F.D.R. Jones, held aloft by Henrietta Lovelace and Rex Ingram. With songs by Harold J. Rome, and sketches and direction by Charles Friedman—the pair who did most of "Pins and Needles"—, the revue is full of politics without sugaring, knicks at the rich, and great solid lumps of New Dealism





IRA L. HILL

THE BRIDE AND GROOM



OFF FOR THE HONEYMOON IN A SHOWER OF RICE



THE GROOM'S FATHER PROPOSES A TOAST AT THE WEDDING SUPPER

## Two Country Weddings

*Newport. Miss Elena Villa was married to Mr. Robert Grant, third, at her parents' place, "Fairholme," with a ceremony true to tradition, a tulle over silver wedding-dress, and ten ostrich-capped and ostrich-braceleted bridesmaids. She is the daughter of Count and Countess Alfonso P. Villa. He is the son of Mr. and Mrs. Robert Grant, junior.*



*Southampton. Miss Beatrice W. Patterson's marriage to Mr. Rodman Wanamaker, second, was a simple ceremony, no attendants, and a service in Saint Andrew's Dune Church. She is the daughter of Mr. and Mrs. George Stuart Patterson. He, the son of the late Thomas B. Wanamaker and the late Mrs. Archibald G. Thomson.*

LEAVING FOR THEIR HONEYMOON



MISS BEATRICE PATTERSON ON THE WAY TO THE CHURCH WITH HER FATHER



THE BRIDE CUTTING THE CAKE, WHILE HER HUSBAND AND MOTHER LOOK ON



MRS. G. LIVINGSTON, MRS. R. TUCKERMAN

NATIONAL PHOTO NEWS





## *Colours in the running*

They're colourful, these October horse-shows and hunt-meets. But no more colourful than you, in bright combinations like these:

- Above, first: Red, green, brown—colours mixed as they would be in a tweed. Instead, this two-piece suit is of hand-knitted wool, with silver buttons and belted back. Mrs. Farley, Inc.; Bullock's-Wilshire. Roxford brown felt, with an incredible quill
- Second: Pale blue-and-brown tweed makes this city-and-country coat, with mink tails for collar and pockets. Lord and Taylor
- Opposite: Violet, one colour that places first, for a collarless tweed top-coat marked fore and aft with lines of welt seaming. Jessie Franklin Turner. The Roxford hat, with its braggadocio high crown and broad brim, is of antelope
- Yellow with yellow plaid. One of those hand-knitted woollen dresses you'll wear time after time, on country week-ends now and to Aiken later on. It has its own jacket—a boxy little plaid one. Mrs. Franklin, Inc. Velours hat; John-Frederics
- Putty and blue-green, an autumnal combination—the wool dress shows a few inches under a coat. You'll wear it when you're leaving town for the country, when you're leaving the country for town. Saks-Fifth Avenue, New York; Chicago; California













PHENOMENA,

BY PAVEL TCHELITCHEW

This colossal canvas stunned London last spring at the Tooth Gallery, and will probably equally stun New York this month at the Julien Levy Gallery. An allegory on civilization as a freak show, this magnificently intricate work, which took the painter some three years to accomplish, contains macabre *double-entendres* which out-Bosch even the sixteenth-century Jerom Bosch. Violence, fantasy, and satire are here.

As in all his paintings, Tchelitchew has intellectualized his work. He has made a commentary on life to-day. Within the puzzle of this painting, which means all things to all people, he shows the ugliness of beauty, and the beauty of ugliness. He ranges the colours straight through the spectrum. He symbolizes poverty at the top left; riches, with a cemetery of dead cars at the top right; the city of the future at the top centre; and, at the lower right, plenty. He satirizes himself in a self-portrait (at the far left), along with caricatures of Gertrude Stein, Elsa Maxwell, Christian Bérard, Adolf Hitler, Edith Sitwell. They are prototypes of some of this civilization's celebrities, just as this is a document of one man's instinctive repulsion.





with these skin tones...

if your dress is black...

your eye-shadow should be...

your lipstick should be...

your rouge should be...



# facing the new colours

THE first thing to do when you put on one of the exciting new costume colours is to see how your face looks above it. And if it doesn't look as well as you expect—it isn't the face that is wrong; it's the make-up. For the new costume colours are frankly difficult to wear. Those sudden purples and odd blues and greens-with-yellow take a lot of making up to, and the thing to do is to realize that right now and make up your mind, and face, accordingly.

Finding the perfect make-up for any given costume colour isn't difficult. The beauty people have seen to that in fine fashion. If you buy yourself a complete new assortment of cosmetics every time you introduce a new costume colour, you will be a study in harmony and the beauty specialist's delight. We think this is a fine procedure, like buying the perfect piece of jewellery every time you buy a new dress. But we don't believe that every one will take the time and energy to do it.

Therefore, armed with bits and pieces of important and difficult costume colours, we have consulted leading cosmetic houses about the underlying make-up principles to supplement these colours. And we have worked out the following solutions for facing the new colours.

Before we took the colour plunge, however, we stopped for a preliminary consideration of make-up for black. We are not eating our published words that the smartest use for black this season is in combination with a brilliant costume colour. We are merely sensibly recognizing the fact that, no matter what colours come and go, the first black dress, the little black dress, is omnipresent at the beginning of every new season. The trouble with black is that you are inclined to relax in it, and use any cosmetics you have at hand. Actually, black draws the colour from your face, so that you need a special heightened make-up. You can do more for yourself in black than in almost any colour, or you can let your make-up be more indifferent. Brilliant solutions for this black problem appear in colour on the facing page.

As for the difficult new costume colours, we selected five ranges that you are going to have to cope with most frequently in your new clothes, and herewith are cosmetic solutions practically guaranteed of success.

*The purple and violet range.* You can choose between two make-up solutions for these colours. The most dramatic is to use a frankly purple lipstick, matching it as closely as possible to your costume colour. There are a variety of brand-new purple shades. They look extreme to unaccustomed eyes, but, if they become you, they are exceedingly smart, and they achieve the quality of a perfectly chosen accessory. Have your finger-nails match your lipstick, but precisely.

Be careful of rouge with purple make-up. It should be a light, pale tone of the lipstick, not a real purple. If you want to go the whole way, try a deep purple mascara and eye-shadow. Or use a blend of green and gold shadow. Use a light, transparent powder to keep a delicate, fair background for the vivid accents of lips and eyes.

Perhaps you can't or don't want to use purple on your face. Then, choose a lipstick with a lot of blue in (Continued on page 150)

Black is something we take for granted—something we can just slip into, so to speak. Any one can wear black, you say, and any make-up will “do.” And any make-up *will* do, but it won't do much. Whereas, if you choose your cosmetics carefully, you can make your face—by means of its make-up—look better above a black dress than it has ever looked before.

Primrose House has gone into this matter of make-up for black very thoroughly and has evolved the flattering solutions depicted on the opposite page by actual samples of Primrose House cosmetics. These cosmetic schemes for black are devised for the three fundamental skin tones.

For fair skin, Pompadour lipstick and light Pompadour rouge; blue-grey eye-shadow; Natural powder. For dark skin, Carnival lipstick and rouge; fuchsia eye-shadow; Rose-Petal powder. For medium skin, Primrose Red lipstick and rouge; blue-green eye-shadow; Beige powder







# VENICE

*Life on the Lido  
and in the palazzos*



*by Alice-Leone Moats*

**W**HEN an American heiress was asked if it were true that Elsa Maxwell was arriving in Venice to give a party, she replied "Impossible—there's nobody to invite." But an unspoiled eye saw many people—royalty, Italian political figures, internationals, visitors to the Biennale Art Exhibition, delegates to the International Cinema Exposition, music-lovers at the modern concerts—a crowded season.

Every year, rumours circulate that Venice won't be the same, that nobody will be there. But it is always the same—everybody arrives. Venice remains one of the world's great resorts because it's a unique combination of beach and town life. Days are spent on the beach in bathing-suits, slacks, shorts—mostly the latter—because women are all progeny of the lady who advised her daughter to hang her clothes on the hickory limb. Countess Reventlow's Siamese satin pyjamas are about the only long trousers. Shorts lack American tailoring—too much fanny, perhaps because the ideal European figure is different. Joseph Hergesheimer remarked that American women are so strapped in girdles and brassières that he forgot what the female figure was like, but here on the Lido he has seen shapes that he thought no longer existed.

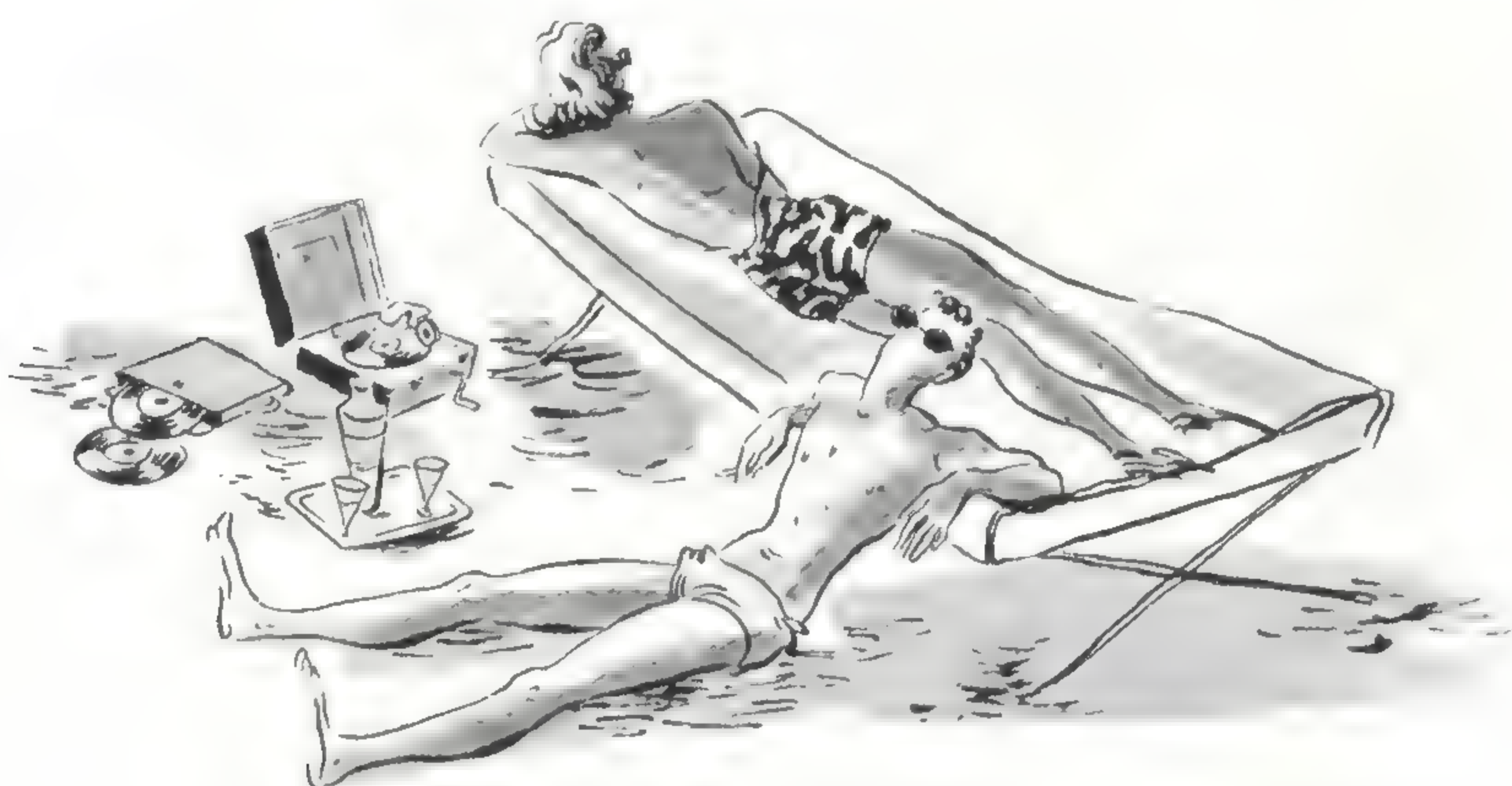
People are as gay and friendly as ever. At sundown, they emerge from their *cabañas* in printed dresses, coloured linen suits, no hats, and go to Florian's in the Piazza. However, the typically perverse internationals can not spend much time admiring San Marco...but move on to Harry's Bar—

smoky, crowded, noisy, reminiscent of the dear dead speak-easy days. "At last," sigh the Americans and English sinking gratefully on the familiar hardness of bar stools. The Italians follow, feeling foreign and chic in a place where cold cocktails are served.

Dinner is late. Men have adopted the Long Island custom of soft shirts and white dinner-jackets for evening. Women trail pastel chiffon—practically no black. Englishwomen, like circus-riders, feel that they must have sequins to be dressed up. Instead of big valuable jewels, women prefer individual pieces such as Countess Marina Volpi's gold lily clips with diamond stamens; Princess Torlonia's three gold chain bracelets, each with huge semiprecious stones; and Mrs. Ronald Balcom's huge gold cross on her heavy chain. The Countess di Robilant wears artificial lily garlands on her simple celestial-blue evening dress. Round tortoise-shell or enamel barrettes hold back hair up.

The afternoon reception given by Countess Annina Morosini for the Duke and Duchess of Genoa (cousins of the King of Italy) produced black lace dresses, hats, and veils. A hatless lady was sent home for her headgear and later was asked to remove her hat to save embarrassment to Mussolini's daughter, Countess Ciano, who arrived hatless.

Other grand parties were the dance given by Count and Countess Volpi and the Night Serenata, a yearly festival with prizes awarded the best serenaders. The gondolas were





Countess Castelbarco's  
Three Snake bracelets of  
emeralds and pearls



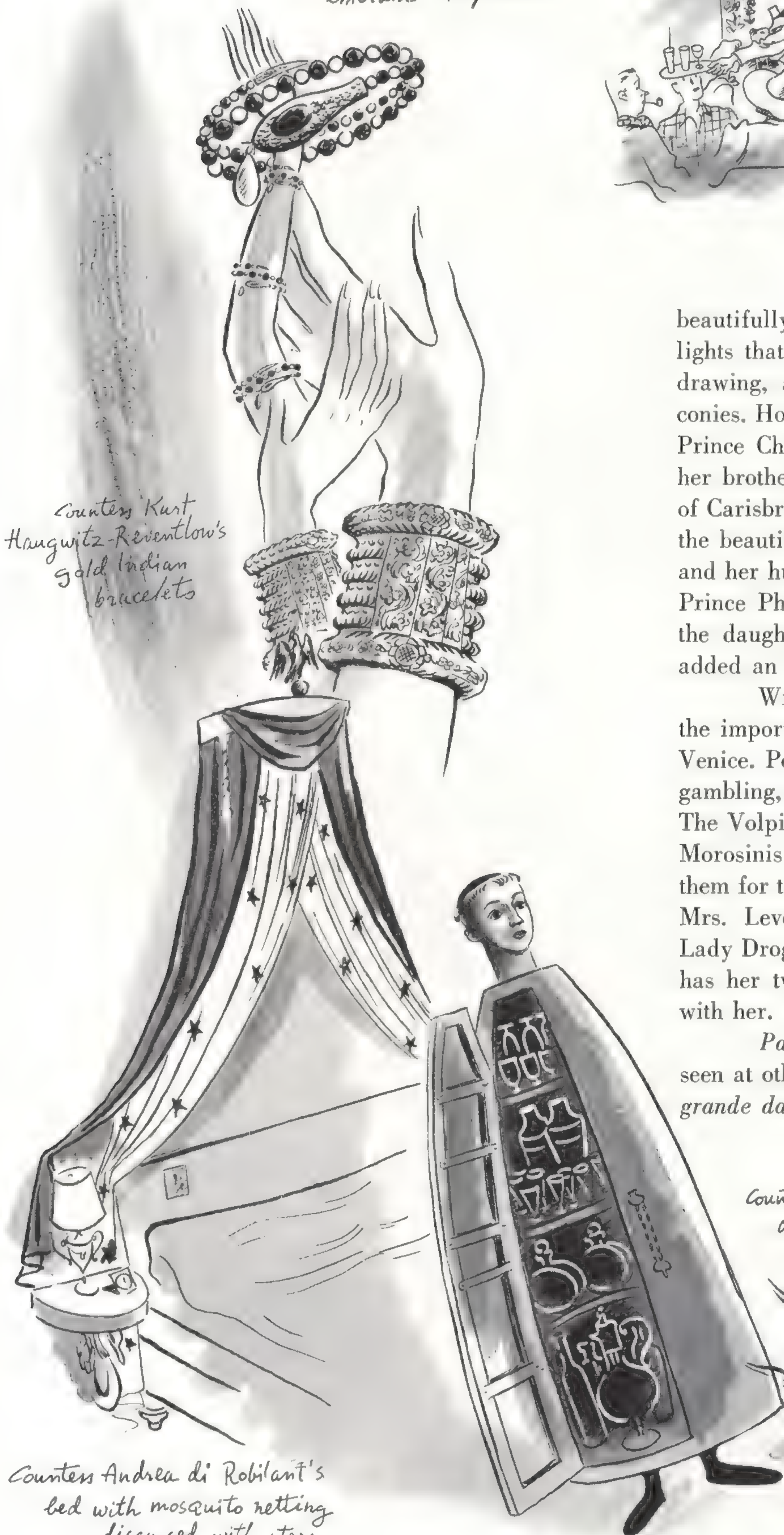
Harry's bar

beautifully decorated, the *palazzos* flood-lighted with blue lights that made the Chiesa della Salute look like a Dulac drawing, and priceless brocades were flung over the balconies. Honour guests were the Duke and Duchess of Genoa; Prince Christopher of Greece; the ex-Queen of Spain, and her brother and sister-in-law, the Marquis and Marchioness of Carisbrooke, who were visiting Captain Neil McEachern at the beautiful Palazzo Barbaro. Princess Juliana of Holland and her husband were present at the opening of the Ridotto. Prince Philip of Greece was there to thrill the girls. And the daughter of the Maharajah of Cooch-Behar, Ayeshah, added an exotic note with her sari.

With so much talk about the Lido, people forget that the important part of the season is not at the beach, but in Venice. People go to the Lido for the movies, some stay for gambling, but the majority return to town for amusement. The Volpis, Robilants, Viscontis, Castelbarcos, Sangros, and Morosinis always occupy *palazzos*; and many foreigners take them for the season—Mr. and Mrs. Ronald Balcom, Mr. and Mrs. Leveson-Gower, Lady Scarsdale, Lady Juliet Duff, Lady Drogheda, Mrs. Vivian Drury, and Mrs. Philipson who has her two beautiful nieces and Iris Mountbatten staying with her.

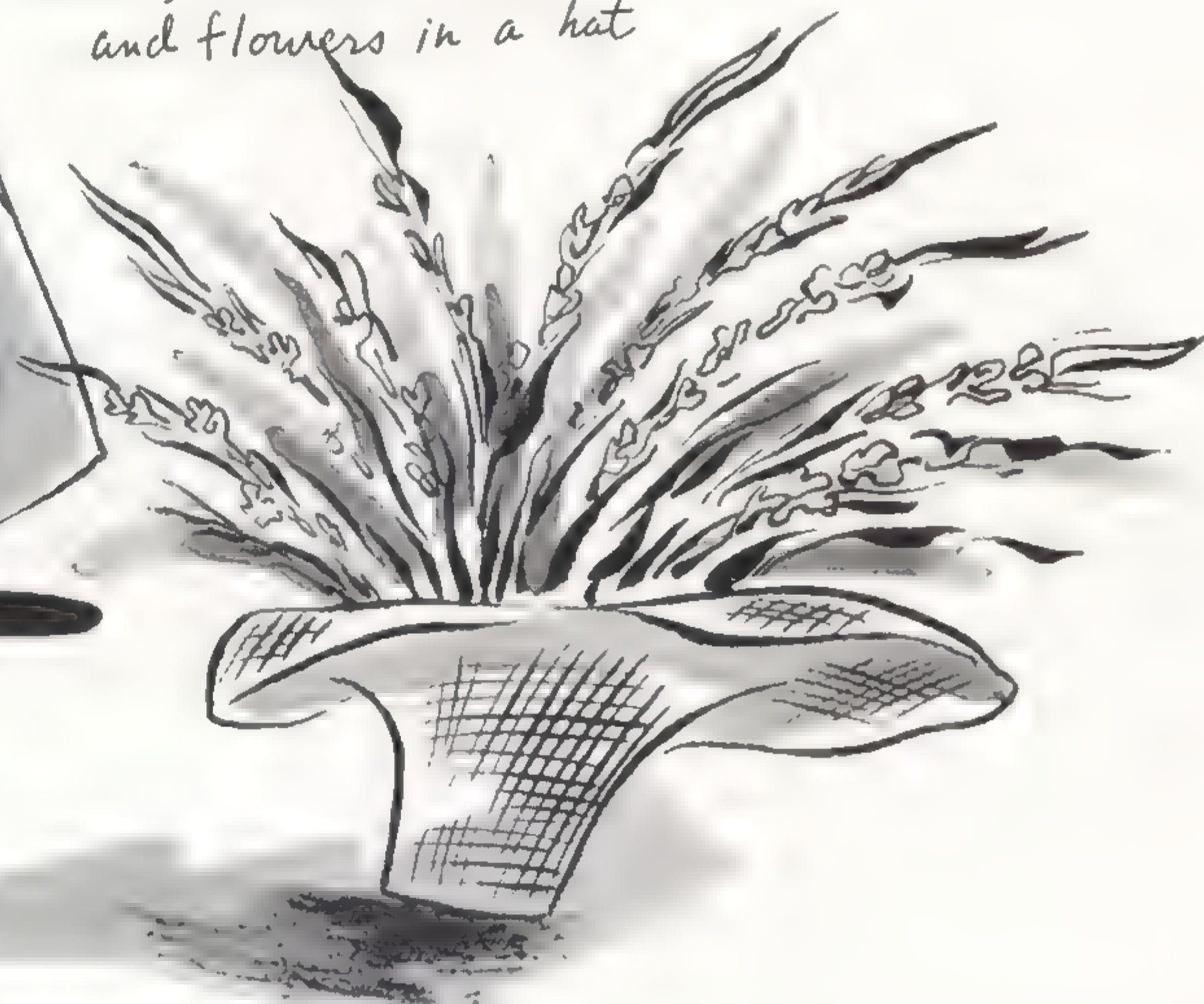
*Palazzos* with Tintoretto ceilings call for elegance not seen at other resorts. Three households are outstanding. The *grande dame*, Countess Morosini, (Continued on page 145)

Countess Kurt  
Haugwitz-Reventlow's  
Gold Indian  
bracelets



Countess Andrea di Robilant's  
bed with mosquito netting  
disguised with stars

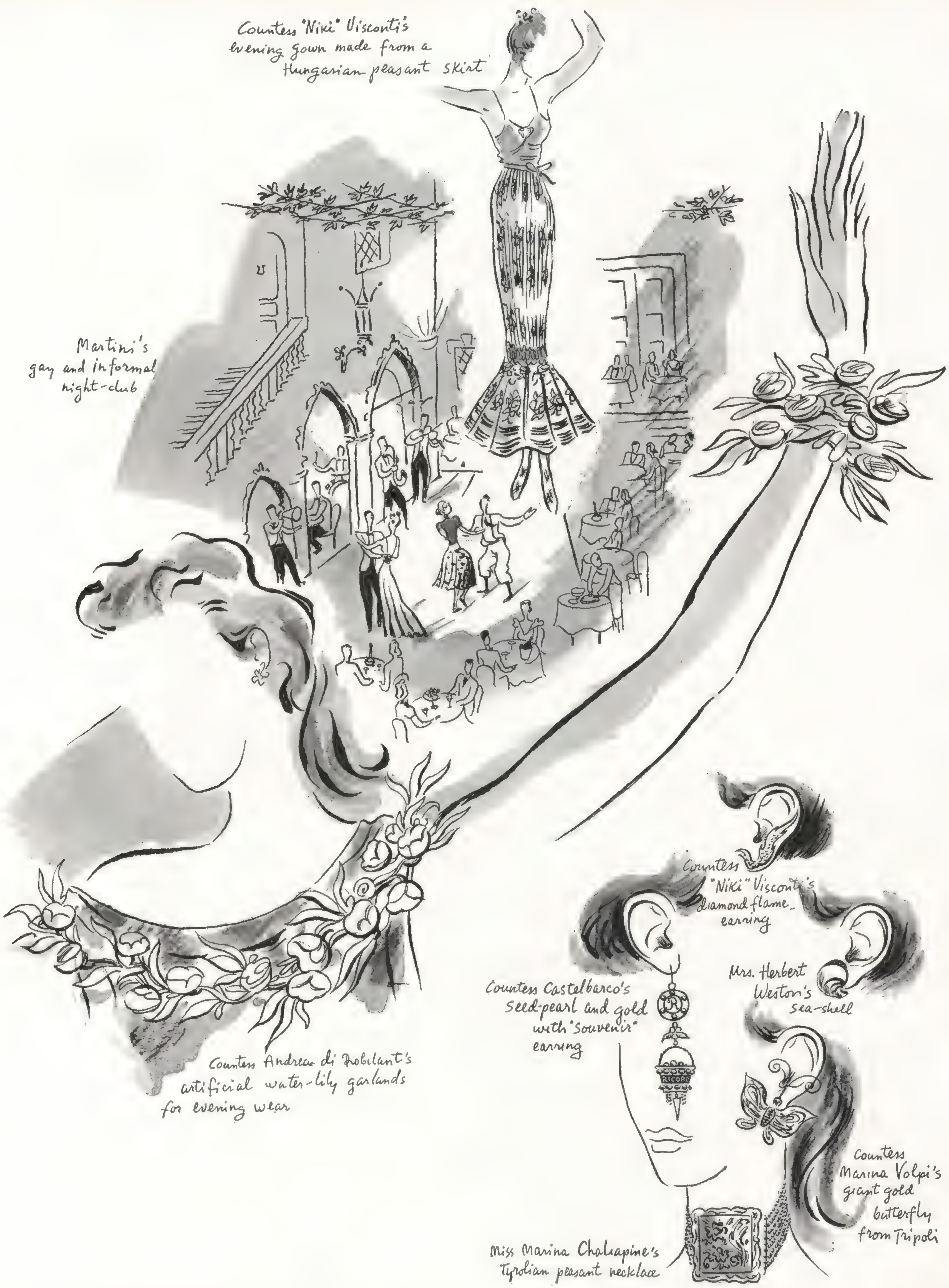
Countess Castelbarco's bar  
and flowers in a hat





Countess 'Niki' Visconti's  
evening gown made from a  
Hungarian peasant skirt

Martini's  
gay and informal  
night-club



Countess Andrea di Robilant's  
artificial water-lily garlands  
for evening wear

Countess Castelbarco's  
seed-pearl and gold  
with 'souvenir'  
earring

Countess  
'Niki' Visconti's  
diamond flame-  
earring

Mrs. Herbert  
Weston's  
sea-shell

Miss Marina Chalapine's  
Tyrolian peasant necklace

Countess  
Marina Volpi's  
giant gold  
butterfly  
from Tripoli



Is this  
your  
figure  
problem?



ETCHING BY ALBRECHT DÜRER



"STANDING WOMAN," BY GASTON LACHAISE

## Abdomen?

Far from stable—the feminine figure ideal. Abdomens like the lavish one above were once thought beautiful—and immortalized in works of art. To-day, abdomens are not chic. If that's your problem, solve it thus: Below, first: The rigid panel on Gossard's silk all-in-one flattens you. In a new tan. Franklin Simon. Second: A one-way stretch panel is firm about your abdomen, in this Vassarette. Step-in brassière. Best. Third: Two thicknesses of rigid faille banish bulge, in Munsingwear's new lacy girdle. At Franklin Simon



## Hips?

Monumental hips, at various times so highly regarded that slim ladies sneaked padding under their petticoats, are obsolete. If your hips loom like those above, just try these: Below, first: Side-sections with "Lastex" pare down hips. By Hickory; Franklin Simon. Second: All-around control in this Lily-of-France girdle, of imported batiste. Altman. Third: "Silhouette Lelong"—fabric boning in the satin-with-"Darleen" back. From Altman







"THE NUDE," BY MANET



"THE BATHER," BY INGRES

## Bosom?

Only in the unlamented flapper era was flat-chestedness a virtue. Other than then, it has always been perfectly fine to have a bosom. The well-banked curves above are a little too exuberant for to-day's high, firm ideal, however, and if that is your concern, read ahead: Below, first: An insert of net with "Lastex" under the bosom is the uplifting influence in Model's Talon-fastened Scantie. Bonwit Teller. Second: The brassière top of Flexees' broadcloth and French elastic all-in-one is cut large, the hips small. Arnold Constable has this. Third: The top of this Warner Brothers' all-in-one comes in four sizes—to fit large-to-small bosoms. It's of faille. Altman



## Waist?

There have been times when jumbo waist-lines were highly thought of—but those are dear, dead days. Right now, if your waist-line is problematical, you don't stand a chance with the new clothes. Some remedies: Below, first: An elastic back-section indents your waist. Picot net and satin—with "Lastex," by Carter. Best. Second: A waist-moulding foundation by Treo, of satin and net woven with "Darleen." This is from Best. Third: Lightly boned girdle, by Formfit. Saks-Fifth Avenue. Maiden Form's strapless uplift. Bloomingdale





# Pick plum

WE toss you here a fine plum colour—as a basis for a day or evening wardrobe. It's a shade you won't tire of, neutral enough to go with anything.

FOR DAY: 1. Begin with this high-necked dress of plum Celanese alpaca (Milgrim). 2. Add a sable-dyed skunk coat (Lord and Taylor); a plum-and-fuchsia hat (Altman). 3. Carry an ante-lope bag (Saks-Fifth Avenue). 4. Wear the new sable shoes of grained kid that rock like a sabot (Saks-Fifth Avenue). 5. For a change, have Suzy's mustard felt, Trifari's topaz necklace (Saks-Fifth Avenue); Koret's mustard crocodile bag (Altman).

FOR EVENING: 6. Begin with a plum crêpe dress, wide-waisted (Lord and Taylor). 7. Pull on a fuchsia Bagheera jacket, dolman-sleeved (Lord and Taylor). 8. Add strings of multicoloured beads (Saks-Fifth Avenue). 9. Vary with a blue tweed jacket, sequin-embroidered (Saks-Fifth Avenue).





as your  
basic colour



grasström





BEAUTIFULLY UNREAL, THE FAÇADE AND POOL, LIGHTED WITH CANDLES FOR A PARTY

SCHALL

*“La Forêt”*



ANDRÉ DURST, a young bachelor who lives in Paris and whose photographs you have often seen in Vogue, had a compelling urge, a few years ago, to do a house for himself. On the edge of the forest of Senlis, he discovered a red-and-white brick box, owned by a chicken farmer. With the aid of his own rough sketches and a contractor, he turned it into a Hans Christian Andersen house in the woods—a stage-set of stark-white outlines, which grows astonishingly theatrical when set off with thick, lighted candles, when flood-lights shine on the whiteness, and the forest crouches black.

No less astonishing than the exterior is the glass-walled small living-room, with a mirror-covered chimney. When the fire burns, and the lights go out, the forest is practically brought inside. It was at this house, incidentally, that Monsieur Durst gave the fairy-tale costume ball “for the inhabitants of the forest,” at which he received his guests in a tip-tilted gold crown and a lavish purple cape. The Louis Bromfields came as their own garden; Mademoiselle Chanel, her face blackened, as a wood faun; Madame Vera Mazucchi as Snow White in a Cellophane coffin; and a Sleeping Beauty awoke on a pink tulle *chaise longue*. In a great tent, strung with pink-and-blue tarlatan, they all ate French pancakes, and suckling pig, and spaghetti, and danced by the light of a thousand ecclesiastical candles. An article on the house and photographs of the party appear on pages 130 and 131.



THE ORIGINAL HOUSE, OWNED BY A CHICKEN FARMER



MONSIEUR DURST'S SKETCH, THE CONTRACTOR'S ONLY GUIDE



FINISHED, THE HOUSE IS DEAD-WHITE, WITH GREEN SHUTTERS



GLASS WALLS LOOKING INTO THE FOREST, MIRROR-COVERED CHIMNEY

## a Stage-Set House





TONI FRISSELL

## Hedy Lamarr

*Her fatal Sunday supplement beauty, somnambulistic and aloof, has suddenly shot her ahead in a season of wholesome and slapstick movie girls. Here she is in a moment of passionate intensity . . . or is it perplexity over the (need we say?) moot hair question? Up or down? Perhaps the beautiful Miss Lamarr will be interested in the views of the gentlemen quoted on the opposite page—all, in one way or another, Moulders of Public Opinion*



# DO MEN LIKE "UP" HAIR?

There is the Husband who Stopped Speaking because her Hair is Up. There is the Swain who Swooned with delight at his first sight of a Nape. It's still a toss-up. But, because the question is a burning one, Vogue asked the opinions of these important men whose words (or music) do have their sway. Nothing is settled yet. But, at least, you know what they think!

**TYRONE POWER** says: *In the great majority of cases, I like girls with long hair just shoulder length. It is much softer and does much more for the girls than the tight top-of-the-head style now prevalent, which to say the least makes them look years older.*

**PAUL CRAVATH:**—*Women have never looked lovelier than they do now. Please, Vogue, tell them not to change.*

**LUCIUS BEEBE:**—*Me, I have always worn my hair up and think it's a good idea for women, too. I'm not sure but a crew cut wouldn't be an even greater improvement. The less hair the more sanitation and where there are no rats the mice won't nest. Lady Godiva and Rapunzel are the only women I can think of offhand on whom the high hair-do wouldn't be an improvement.*

**LOWELL THOMAS:**—*Yes, it fascinates me. But I only like it if it's exquisitely done. If it's too frizzy or if the ends droop down, then I run in the opposite direction.*

**GROVER WHALEN:**—*If the ladies enjoy a change in coiffure, it is their prerogative. Let them have their fun.*

**ORSON WELLES:**—*It's too dramatic; it has too much suspense, it's definitely a get-up for special festival occasions; it's not good to live with. A woman with her hair up always looks as if she were going some place, either to the opera or the shower-bath—depending upon the woman.*

**SERGE OBOLENSKY:**—*I do not think the hair up on the head is becoming to the majority of women. The long bob is obviously out of fashion, but I am sure a compromise will be found. The other day I saw Adelaide Brooks and Dolly Richards with very attractive pigtails, which were most becoming to both of them.*

**CHARLIE McCARTHY:**—*I think the new hair-dress is beautiful, but how will Mamie Dugan meet the upkeep of keeping it up on her dollar-a-week allowance?*

**FREDDIE BARTHOLOMEW:**—*When I first saw ladies wearing their hair piled up on top of their heads, I thought it was because of the warm weather, and it seemed very sensible, but now that I know it is another style I still think it is very sensible and attractive—and besides, how can fifty million women be wrong?*

**EUGENE OF THE COLONY RESTAURANT:**—*The high hair-dress is the "acid test" of beauty, and it is surprising how many beautiful women there are. On the other hand, the long bob with lustrous hair falling to the shoulders brings to mind the old saying, "A woman's hair is her crowning glory."*

**EDDY DUCHIN:**—*I like hair up because I like to see girls' ears. It's becoming to some, but it depends on the contour of the face. Some girls can not wear it. It is a good excuse for girls to wear those funny little hats.*





RAWLINGS

## *Hoops and Horsehair*

Full skirts and bare shoulders—these go on. This season, skirts are as wide as ever—stiffened with hoops or horsehair. Above: Hoops at the hips hold out this dress of grey-blue taffeta. Bare bodice and hem are sequin-embroidered. Jay-Thorpe

Opposite: Horsehair underpins the skirt of this black velvet dress—a skirt that draws a second glance, with its wide band of madonna-blue faille. In the hair—brushed up for a smooth nape—a blue bow. Henri Bendel. Jewels; Brand-Chatillon









White - forever and ever.  
White damask with leg-o'-mutton sleeves  
(Russets, Marshall Field)  
a dog-collar of pearls,  
and tulle swathed like a motoring veil.  
(Under \$50)



Pages from  
The delightful memoirs  
of  
Miss Carrie Cashless



in which our heroine  
adventures among the shops in search of a trousseau  
and comes out with these remarkable  
*Finds of a Fortnight*



Everything is settled at last, the invitations are sent, and I, Carrie Cashless, will soon be the wife of Roger Have-not. It is all too wonderful, but faintly disturbing—

I mean the problem of buying a beautiful trousseau for a song. Roger says it is a brave adventure, this marriage, and when I take my song and a little packet of coins from store to store, cellar to roof, I see what he means.



All of the Cashless family have been Good at making resolutions. Here are mine:

1. I WILL SHOP WITH CARE
2. I WILL NOT DESPAIR
3. I WILL NOT BUDGE FROM MY BUDGET
4. THOUGH I WILL BE A DOVE TO ROGER, I WILL BE A RELENTLESS TIGER PROWLING THROUGH THE SHOPS
5. I WILL EMERGE WELL-DRESSED





After all, all I really need is a few basic things such as, and then I can be truly happy.



Big black calf bag, about \$7.50



<u>TOWN</u>
1 coat 1 suit 4 dresses accessories
<u>COUNTRY</u>
1 tweed suit 1 dress accessories
<u>EVENING</u>
1 formal dress 1 dinner-dress 1 wrap accessories



I am well on my way to success, having found hat and winter coat, and both of them lovely. The coat does not need fur at all, being warmly interlined and as snug as a rabbit.

I bought it at Lord and Taylor for about \$65. And I bought two bags at the same shop, the one above, and this one of black suède, about \$5

My hat; a tall forward fez of black felt; about \$10 at Altman

I have suède fuchsia gloves from Lord and Taylor, less than \$4, and black suède gloves with shirred cuffs, for the same price at I. Miller





At Jane Engel, I found a most vibrant little spun rayon dress, striped black and fuchsia like a blushing zebra. This should see me through all sorts of situations, and all for an approximate \$25

This 1 bow-dress is a nice expensive-looking buy at about \$18. I fell for its leaf-green crepe charms at The Tailored Woman



As for 2, that took about \$45 from my pocketbook, but I get three pieces with it. You can see the pink- and royal-blue striped flannelly shirt and the black hopsacking full skirt, with a royal-blue capeskin girdle. Nearby an extra hopsacking shirt. This comes from Bonwit Teller

I wear this fuchsia felt hat with the above love. This costs about \$10 at Lord and Taylor



My budget approves of all this, and I think Roger will, too



Roger says I'm wonderful as I am, but I want variety!  
 In my new suit, I am squared off.  
 In my new shirred dress, I have curve after curve



I have a  
 black velvet  
 pill-box; about \$5  
 at Altman. I wear  
 it with a shood

This is black wool  
 trimmed with  
 black velvet

I intend to wear this dress quite a lot



My black rayon  
 crêpe shirred dress  
 has such a  
 new look with its  
 long, feminine  
 midriff from  
 under my bosom  
 to my hips.  
 I feel very  
 helpless and  
 small in it

This comes from Saks-Fifth Avenue ☆ This comes from Bonwit Teller

But both have the same little price - about \$30



With all the dashing around  
 I do, I need some good shoes  
 I've found a pair of black  
 suède pumps with patent leather  
 heels and trim. They're not quite \$9  
 at J. and J. Slater, Fifth Avenue



And at Macy's, I found black suède  
 oxfords with a platform sole; under \$7.50





I have acquired an evening coat of white Forstmann tweed embroidered with scrolls of gold kid. This coat makes me feel like the Sun King — at a price — about \$40. I bought it at Best and feel haughty already. Bow down, vassals!



How did I ever manage to win Roger without benefit of this black marquise dress, striped with gold? It has a very wide black velvet band culminating in a bustle. If it were not for Bonwit Teller and \$25 I'd never have had it

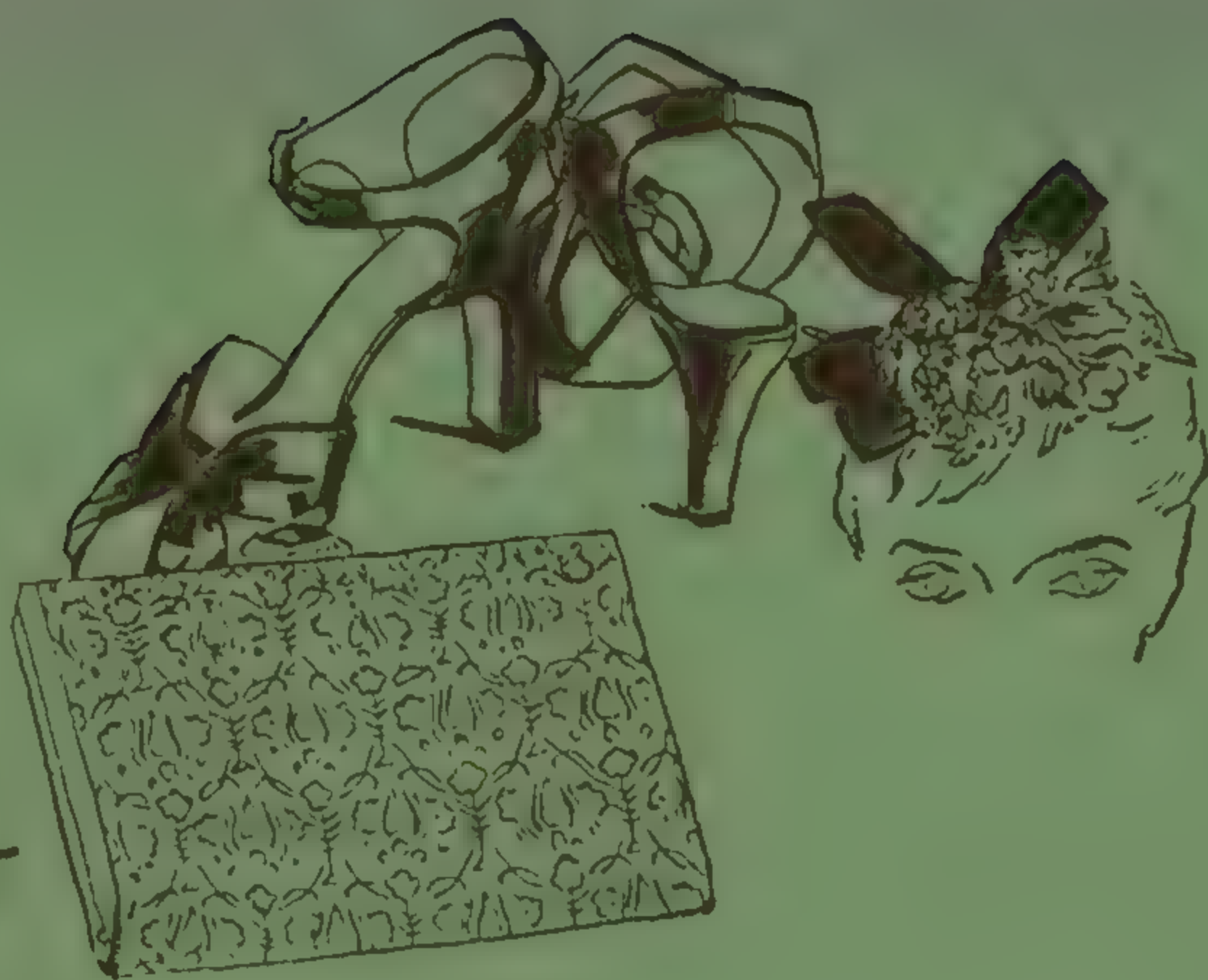


## Addenda

Lord and Taylor Gold  
kid sandals; about \$6.50

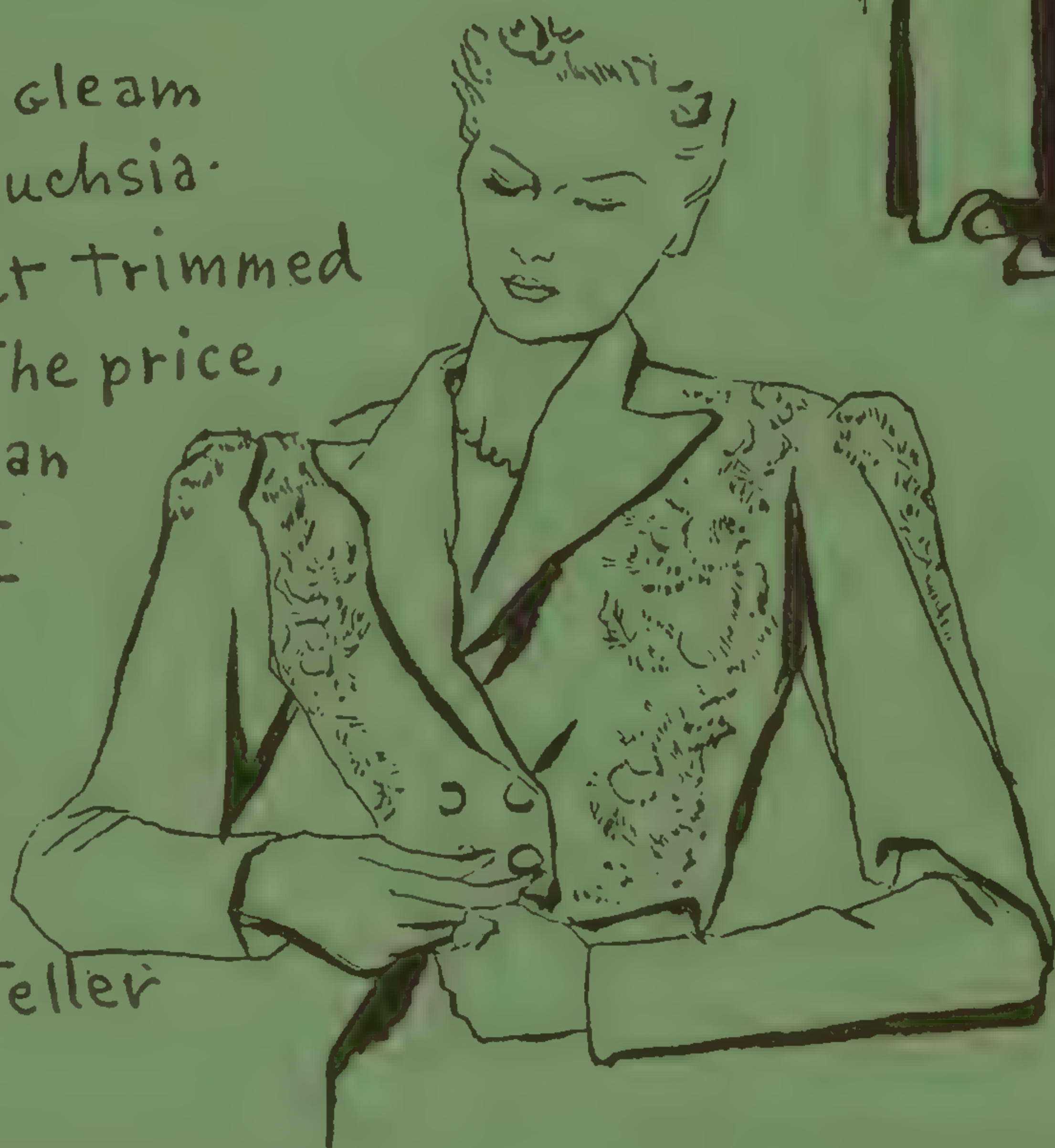
Bonwit Teller's Gold  
flowers and black velvet  
bow; under \$3

Franklin Simon's Gold-and-white  
brocaded bag; about \$3



There is colour in this plaid  
taffeta lumber-jacket; about \$9 at Best

There's glamour and gleam  
incorporated in this fuchsia-  
velvet monkey-jacket trimmed  
with gold sequins. The price,  
about \$25, was more than  
I meant to pay, but  
Roger looks at me  
in a new dazzling  
light when I try it  
on. For this I am  
grateful to Bonwit Teller



My black crêpe dinner-dress is  
simplicity itself. An investment  
of less than \$23 won it for me from  
Best. From there on I add  
handfuls of glamour and  
gleam and colour.....





On week-ends at  
 "Have-not-on-Hudson"  
 I'm glad of this  
 two-piece olive-green  
 wool dress. I can't  
 believe both pieces come  
 to only about \$15, but  
 Lord and Taylor says  
 this is so

I baby myself in  
 this soft pink cashmere  
 sweater imported  
 by Saks-Fifth Avenue,  
 about \$7

Country scenery: Pure cashmere twenty-one  
 inch square scarf in rainbow colours, under \$2  
 at Peck and Peck.

Brown crocodile Oxford, with built-up leather  
 heel, calfskin mud-guard; about \$8.75 at Best.

Long, thin, brown calf envelope; about \$10  
 at Altman

I have taken to heart a Cumberland  
 tweed suit of  
 beige-and-brown  
 herring-bone.

I'll live in this Best buy - mine on receipt  
 of about \$50.



Donlap hat of Incas  
 tan felt. About \$10 at Best

So now, at last, everything is really settled, and if  
 I am a blushing bride it won't be because I don't have  
 nice clothes.

*Finis*





**1921**

RAWLINGS

**1938**



# AN OLD FLAME NEVER DIES—

## A COMEBACK FROM 1921

The Bramley dress is back. Say "Bramley" to any woman who was growing up in 1921, or thereabouts, and see a far-away look come into her eyes as she recalls that beloved uniform launched by Franklin Simon, worn by college girls, by débutantes—by, suddenly, every one. The beloved jumper, the innocent white linen collar, the pleated skirt.

In the small photograph, members of the Class of 1921 at Smith College, dressed unanimously in—yes—Bramleys. Above, the new Bramley, trimmer of line, shorter of skirt, a Bramley wiser by some seventeen years. It's of beige wool crêpe, bound with brown soutache braid; a dress with the same youngness, the same freshness—and the same contagiousness. With it, brown suède gloves and bag. All from Franklin Simon

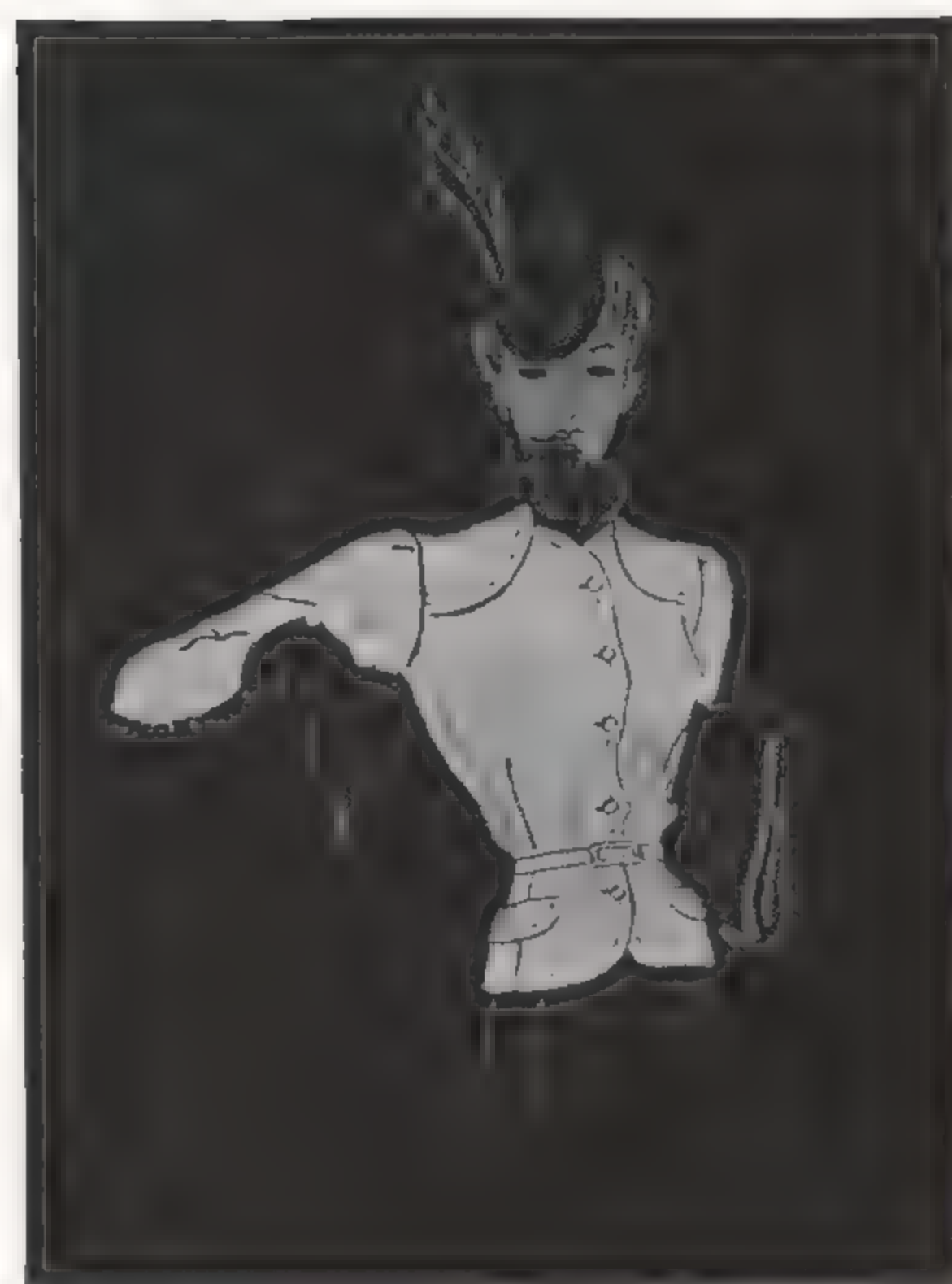




When the Wedding March begins—Dress No. S-4085, with delicate princesse lines, a demure collar, a little train. Here it's of white velvet, one of the new bridal fabrics from The Velvet Guild

RAWLINGS

## TROUSSEAU DESIGNS FOR DRESSMAKING



When you get away—Dress No. 8169. Have the collarless jacket-blouse of cyclamen wool, the straight skirt of violet wool





When you're travelling around—Dress No. S-4093.  
It's neat, sleek, all-of-a-piece,  
with a seamed, vest-like front.  
Amber wool would make it particularly good



When you celebrate the event—Dress No. 215.  
Here's a strapless, wide-skirted version,  
the bodice boned to hold it up.  
It's shown of lace with ribbon bands.



When you step into the night—Wrap No. 220.  
It's recommended by square armholes,  
deep godet pleats in the skirt.  
Luxurious with fur on the rolled lapels



When friends drop in—Dress No. S-4092.  
Very simple, very suave, it gives you  
full play for accessories.  
Most versatile in a crêpe that's on the dark side

Back views and sizes appear on page 116



When you come back to winter—Coat No. 216.  
A long streamer of fur follows the closing  
from the hem, trails off over the shoulder.  
Or you can wrap the end around your neck



# The skirt situation



**FULL IN FRONT.** Two curtain panels fall down the skirt of this dress. It's of black crêpe. Macy's



**PRINCESSE.** That flattering, gentle flare from a waist that's slim and unbelted. Front-buttoned blue wool dress. Rose Amado



**PENCIL-SLIM.** A skirt that's straight as a plumb-line. (Made for the hipless.) The dress—mustard wool. Bonwit Teller



**PEG-TOP.** It juts abruptly at the hips, tapers at the bottom—the skirt of this black rayon velvet dress. Saks-Fifth Avenue



**DIRNDL.** A hearty peasant flare from the waist is this skirt's strong trait. Black wool-and-rayon dress. Chez Rosette



*To give every woman a beautiful complexion*

## Helena Rubinstein Now Makes All Her Face Powders

# MOISTURE-PROOF

When Helena Rubinstein recently introduced her moisture-proof Town and Country Face Powder, it was acclaimed the face powder success of today and tomorrow.

Because this moisture-proof face powder was "Balsamized"—to protect the natural moisture of the skin, thus eliminating its susceptibility to dryness, lines, wrinkles. And "Pre-Expanded" to protect the fine texture of the pores and give the skin a young, transparent look.

And now Helena Rubinstein is pleased to announce that all her face powders are made "moisture-proof." Not only Town and Country but her new Water Lily and Flower Petal as well. All of them are "Balsamized" and "Pre-Expanded" to give every woman a beautiful complexion.

Town and Country Face Powder (moisture-proof). Gossamer-sheer, containing rare and costly ingredients. Helena Rubinstein's finest quality "moisture-proof" face powder. Luxury of luxuries! 3.50, 5.50. Water Lily Face Powder (moisture-proof). Rich in the refreshing essences of luscious water lily buds. 1.50. Flower Petal Face Powder (moisture-proof). Soft and velvety-smooth in texture. 1.00.

Enchanting Helena Rubinstein shades, including the new Champagne Rosé. A sparkling warm pink tone and the "star" of Helena Rubinstein's new Orchid Make-Up.

The new Orchid Make-Up which highlights the new fall fashion colors, now takes its place among the other world-famous Helena Rubinstein Reds: Deep, winey Red Velvet; clear, glowing Red Coral; "natural-looking," conservative Red Raspberry; orange-tinged Red Geranium; and the lovely pastel pink shade, Red Strawberry. All of them available at Helena Rubinstein Salons and smart stores.



### How Helena Rubinstein's Powders are made Moisture-Proof

**THE BALSAMIZING PROCESS...** Many face powders drain the skin of its natural moisture, and so cause it to become dry, lined, wrinkled. To prevent this, Madame Rubinstein "balsamizes" all her face powders. That is, each tiniest powder particle is coated with a microscopic film of a rare balsam ingredient which renders the powder proof against moisture from without and within. Naturally then, this "moisture-proof" face powder guards against dryness, lines, wrinkles...and gives the complexion a new, lasting beauty.

**THE PRE-EXPANSION PROCESS...** Powder particles when moist, are inclined to swell, and when such particles rest within the opening of a pore, they press against its walls, often causing enlarged pores, blackheads—even blemishes... As an additional precaution against this, Madame Rubinstein "pre-expands" every particle of her face powder before it touches your skin. The result is that this "moisture-proof" face powder guards against large pores and blackheads, protects the texture of your skin, giving it a young, dewy look.

# Helena Rubinstein

715 FIFTH AVENUE, NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • TORONTO • MILAN • MELBOURNE





## LUCIEN LELONG'S 'Duwetyn' LIPSTICK

Contains 3 shade testers to try at home —  
to be sure of the perfect shade for you

It's sealed... touches no lips but yours

Smart new shades include "Nicole Pink"

It's fun  
to buy this Lipstick!

## DISCOVERIES IN BEAUTY



These two new Henriette vanity-cases have designs as diverting as they are smart. The "cigarette-can" (background) is a happy innovation. Saks-Fifth Avenue

THERE is a definite cachet in smart vanity-cases. They are an accessory, like gloves, that can be just anything that will do—or add a distinct note to your individual chic.

We have always felt that the Henriette cases were not only exceedingly smart, but had imagination, as well, and the newest series bears further testimony to this idea. For example, the "metal brocade" border on the powder-case (left, in the photograph above) is achieved by a Swiss process of engine-turning that gives it its beautiful hand-made look. The case at the right in the photograph has a pair of *Dachshunde*, jewelled with crystal or simulated topaz, emeralds, rubies, or sapphires. Both of these have cigarette-cases to match.

The "cigarette-can" shown in the background is one of the bright ideas of the season. It holds twenty cigarettes and can have a monogram. Nice for having around the house, as well as for putting in your hand-bag. You find the Henriette cases in smart shops in all the larger cities.

When Bendel introduced their "Suède" perfume last spring, people liked it so much that they kept coming in and asking if the scent couldn't be had in powder or bath oil, or what-not. Naturally enough, Bendel decided it would be a good idea to provide these, and now there is a complete series redolent of the perfume—bath powder, bath oil, body sachet, face powder, even lipstick and rouge. "Suède" is a lovely, suave scent on the sophisticated side, but not heavy.

The new Bendel cosmetic series includes a little eye make-up kit that is a neat trick—a slide-fastened moire case, rubber-lined and holding shadow, pomade, pencil, and brushes. When you pack, you never seem to have just the place to put your eye make-up, and this solves everything, as well as providing a convenient container for your hand-bag. (Continued on page 114)



"Noir," Weil's alluring expression of the black magic of perfume, is incorporated in eau de toilette and Cologne, in these amusing bottles with clown-cap tops



REVLON CREATES A NEW NAIL ENAMEL IDEA!

# Jueltone

ONE SHADE  
IN THREE TONES!



**JEWELS** at your throat, on your wrists, in your hair.

That's the outstanding fashion accessory story this season. And on your finger-tips, the final accent for smartness is Revlon's JUELSTONE. A new shade in cream nail enamel and a new idea. For this fascinating shade is made in *three* subtle gradations of tone—light, medium and dark.

JUELSTONE-1 is light, delicate . . . JUELSTONE-2 is medium, more intense . . . JUELSTONE-3 is dark, dazzling. Each is as effective as jewels with smart new frocks. Like topaz, ruby, amethyst, sapphire . . . like gold and silver . . . each makes hands appear softer, lovelier. And just as you change your jewel accessories with your clothes, you will vary your JUELSTONE—choosing 1, or 2, or 3, to harmonize with your costume and to suit the occasion for which you are dressing.

Revlon *does* use costlier ingredients. Revlon *does* use more scientific manufacturing methods. But the simple fact that women whose quality standards are highest continue to demand Revlon is the best evidence of its superiority.

**NAIL "TIPS":** *Adheron used as a base protects fragile and ridged nails, prolongs wear. For extra lustre, wear a top-coat of Adheron over your nail enamel. To support weak, brittle nails, use Proton. Other Revlon nail beautifiers you will prefer are: Revlon Oily Polish Remover (no acetone), liquid or pads; Cuticle Lotion; Nail Cream.*

# Revlon

125 WEST 45th ST., NEW YORK • 151 SPARKS ST., OTTAWA, CANADA

Copyright 1938, Revlon Nail Enamel Corporation





A&amp;F



So good are plaids this year, we can't get enough of them. Their best performance yet is in this suit of Linton tweed, exclusively ours, with a line-up of fashion points that makes it memorable. To wit: the tantalizing colors of caramel on moss green; the new lumberjacket over a plain tweed skirt; and the topcoat with all its fulness forward. Jacket, skirt and silk blouse, \$125. Topcoat, \$125. Other imported tweed suits, from \$65.

Send for the booklet: "Sportswear for Fall"

**ABERCROMBIE  
& FITCH CO.**

MADISON AVENUE at 45th ST., NEW YORK

## DISCOVERIES IN BEAUTY



"Magnolia" and "Honeysuckle" are the two newest additions to the Houbigant flower perfumes that are famous for reproducing so truly the flowers they represent

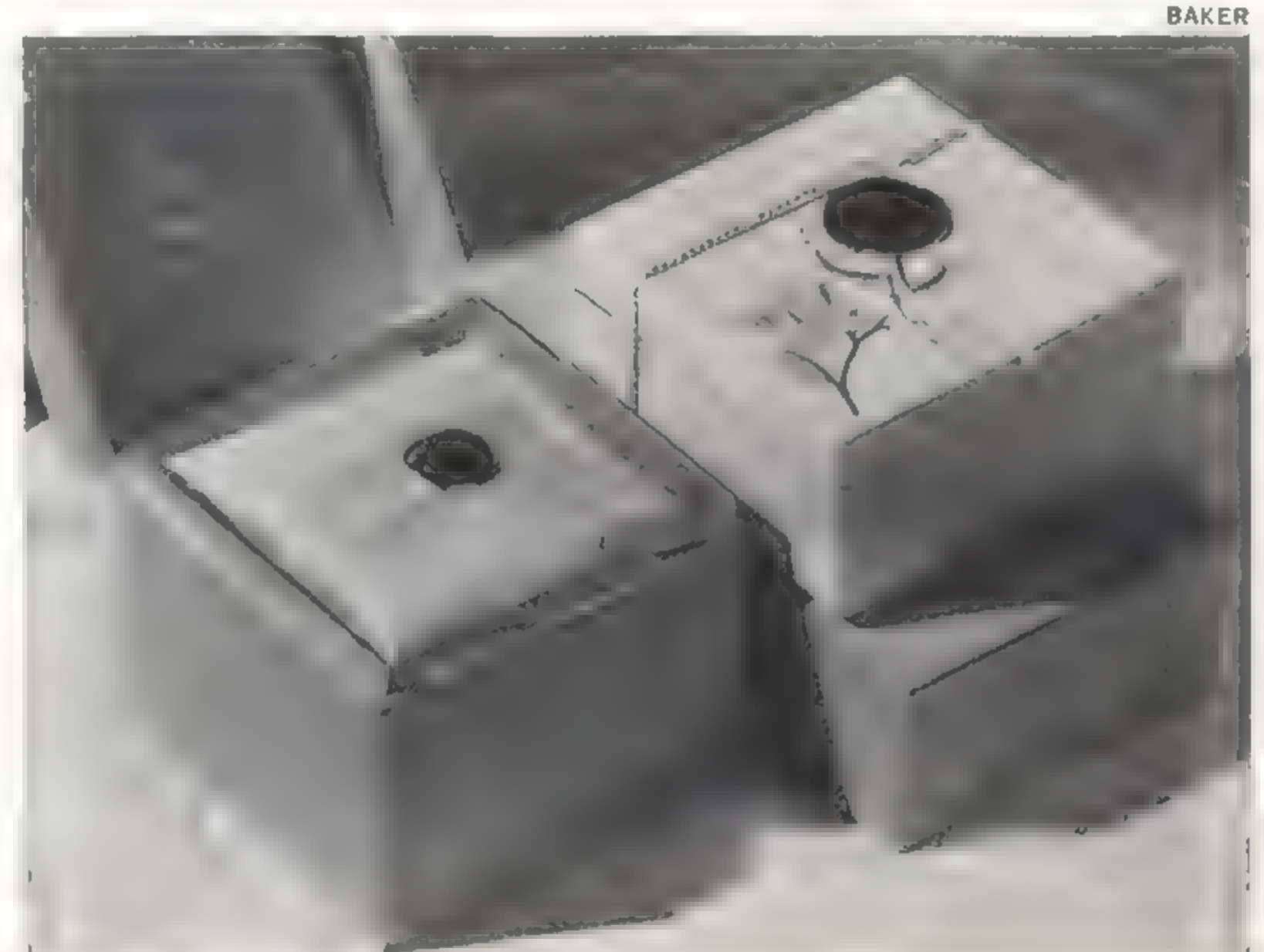
(Continued from page 112) Few things give you away more clearly when you are tired than your eyes. No matter how well you get yourself up, if your eyes have a strained look, your whole face looks fatigued. A new wonder-worker in this respect has recently made its appearance, known, aptly enough, as Eye-Lifts. These are light-weight masques saturated with a solution that is both lubricating and astringent. You fit them over and around your eyes, and then relax and let them do their work. Nobody believes in magic any more, but these come very near to it. After five minutes, your eyes look and feel like new. That blurred, fatigued feeling is whisked away, and even the area around the eyes looks less taut and drawn.

As a matter of fact, the solution in the Eye-Lifts is intended to work against tired lines and little wrinkles, as well as to brighten and rest the eyes themselves. Of course, you don't have to wait until you are dropping with fatigue to use these, because they make your eyes and you look better each time you use them, but they are pretty remarkable as emergency measures.

The Eye-Lifts are just reaching the cosmetic counters of the better shops throughout the country, such as Saks-Fifth Avenue in New York, and I. Magnin in California.

In the photograph below, you see the new turnout of the lovely Xandra Sea Bath. The box at the right holds "Orange-Blossom Bath" and is especially charming and bridal with its white-and-silver trappings, a perfect "little gift" for any bride.

These Xandra Sea Baths, which are fragrant powders that rise to incredible misty billows of foam in your tub, are not only a new high in luxury (you feel as though you were being wafted along on a perfumed wave), but have therapeutic value, made as they are with a sea-moss base, which contains iodine that becomes volatile in hot water, and including other sea minerals with stimulating properties. (Continued on page 116)



The lovely Xandra Sea Bath comes in a new "Orange-Blossom" scent, done up in white and silver for the bride. Saks-Fifth Avenue, New York; I. Magnin, California



## Subtle singer of your praises...

Chanel No. 5, the high-spirited, the dry champagne of scents . . . Wear it, and come out with a new personality . . . Sparkle and exhilarate . . . Compete with the wine-like air . . . with Chanel No. 5, the perfume that heightens the effect of your brightest glance. Wear it soon, and see!

Also Chanel Gardenia—  
Cuir de Russie (Russia Leather)  
Glamour—No. 22



No. 5—Glamour—No. 22, Reg. U. S. Pat. Off.

LES PARFUMS

# CHANEL





WORTH KNOWING WORTH REMEMBERING

WORTH  
PARIS

JE REVIENS

*I Will Return*

The Perfume of Promise



also available in EAU DE COLOGNE  
FACE AND DUSTING POWDER, TALCUM, SACHET  
AND SOAP, AS IN THE well known DANS LA NUIT

## DISCOVERIES IN BEAUTY

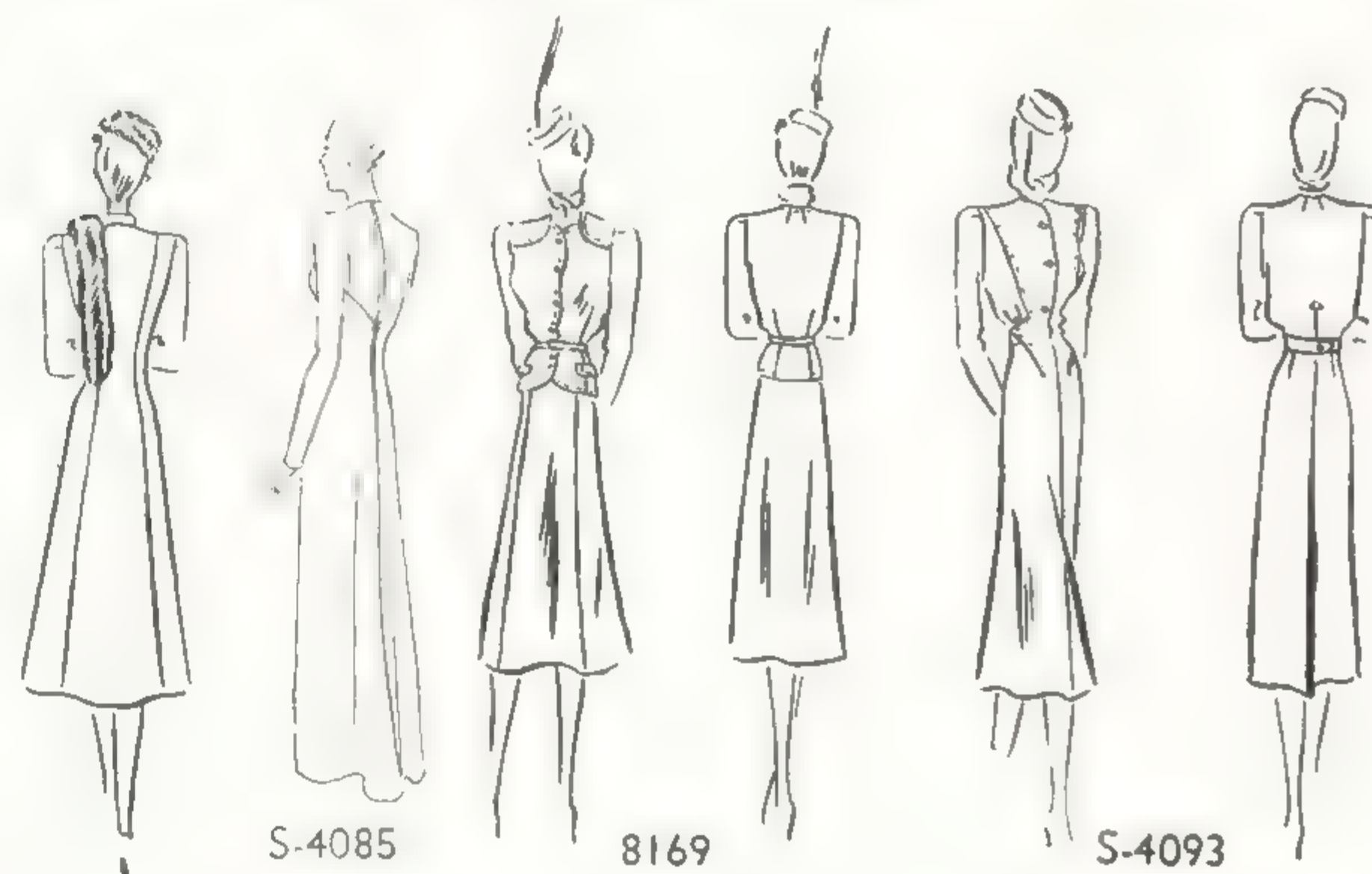
(Continued from page 114) The first purple or violet note in your new clothes makes you cast a critical eye at your nail polish, as well as at your make-up. If you anticipate this with Barbara Bates' brand-new Grape Frappé shade, all will be well. For this beautiful, shimmery polish has an affinity for all purple and blue tones and looks as new as the new fashions. It gives you a bit of a start at first, to have your nails appear as though you had dipped them in the jam jar, but it is a nice start, and the shade is flattering to the skin.

Barbara Bates has always been a great advocate of buffing the nails, in order to make them strong, as well as to give lustre to the polish. The latest step in this direction is a very efficient buffing lotion. You merely put a bit of the lotion on each nail with the little brush, then buff them with the special air-cushioned buffer (also a Barbara Bates innovation). Your nails get a high, natural lustre, which becomes permanent if you keep on buffing regularly. This air-conditioned feature keeps the chamois on the buffer smooth and free from bumps, to increase its efficacy and make it last. The Barbara Bates polishes and nail accessories are available in all the better shops.

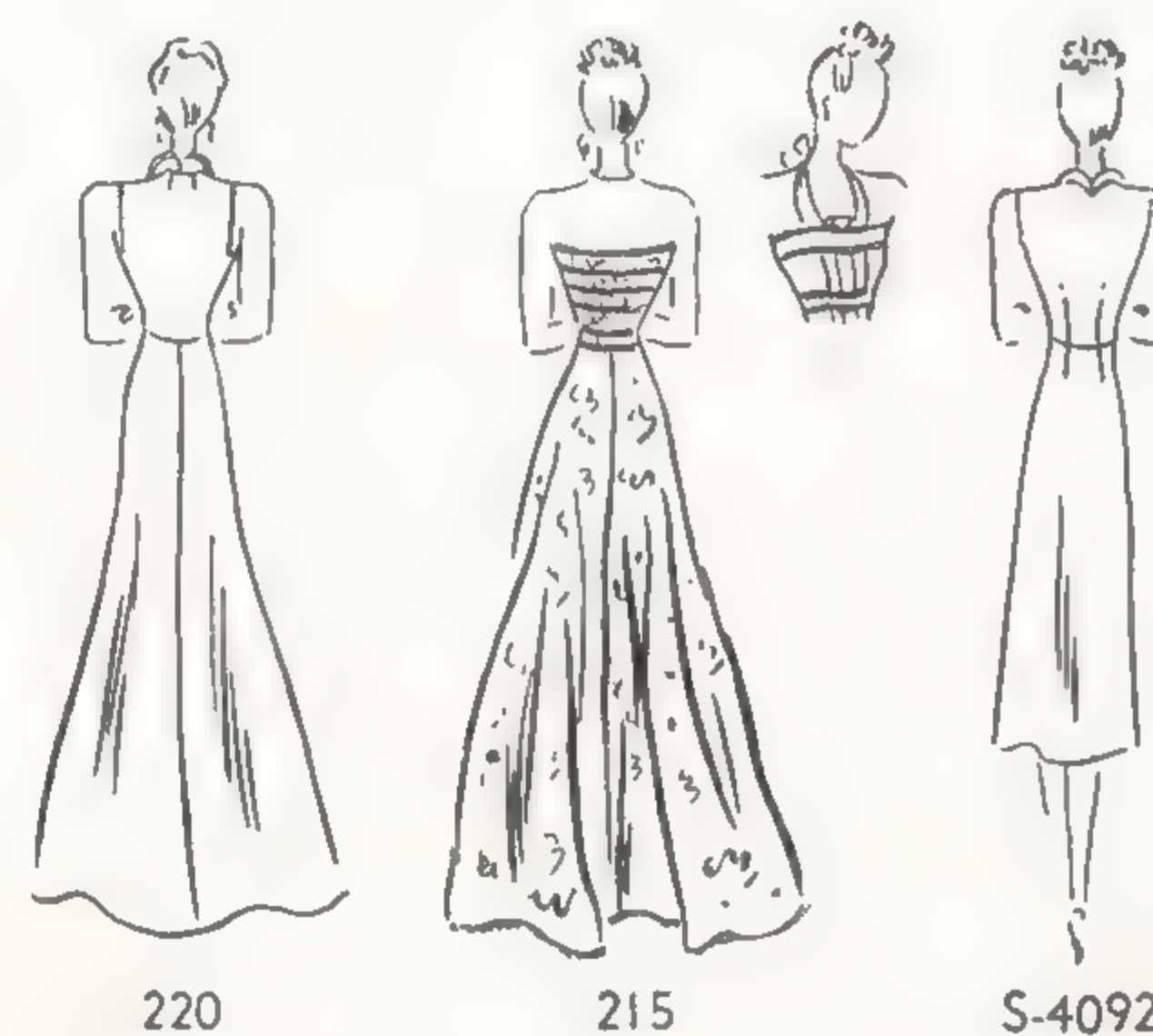
People are continually asking, "Where can I go—not too far from New York and not too expensive—where I can rest and reduce?"

Now, we know the perfect answer. At Glen Head, Long Island, Mrs. Louis de Milhau has turned her own country place into an establishment where you can reduce, relax, and rest. You have an hour of massage each day. You can go on a milk and fruit-juice diet, or have a diet worked out for you by a dietitian. The atmosphere is charming. The accommodations are limited in number. And the charges are not exorbitant. It is that place which many women have been looking for and have not been able to find to their satisfaction. And it is open until December.

## DESIGNS FOR DRESSMAKING



These seven designs—cut out for a bride-to-be, or for any one else, are shown in enlarged views on page 108 and 109. Designed for sizes: 216, S-4093, in sizes 12 to 20, 30 to 40; S-4085, in 12 to 20, 30 to 42; 215, S-4092, and 8169, in 12 to 20, 30 to 38; and 220, in 14 to 20, 32 to 40



PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 148




A woman's  
**GRUEN CURVEX**  
 designed to be  
 worn at the **SIDE**  
 of your wrist!

*utterly,  
 utterly  
 New!*



● CURVEX PETITE. 17 jewel Precision movement with 14 kt. yellow gold filled case \$42.50—With 14 kt. solid yellow gold case \$67.50

Only  
 **GRUEN**  
 makes the

**CURVEX\*** Only Gruen jewelers can sell the **CURVEX**

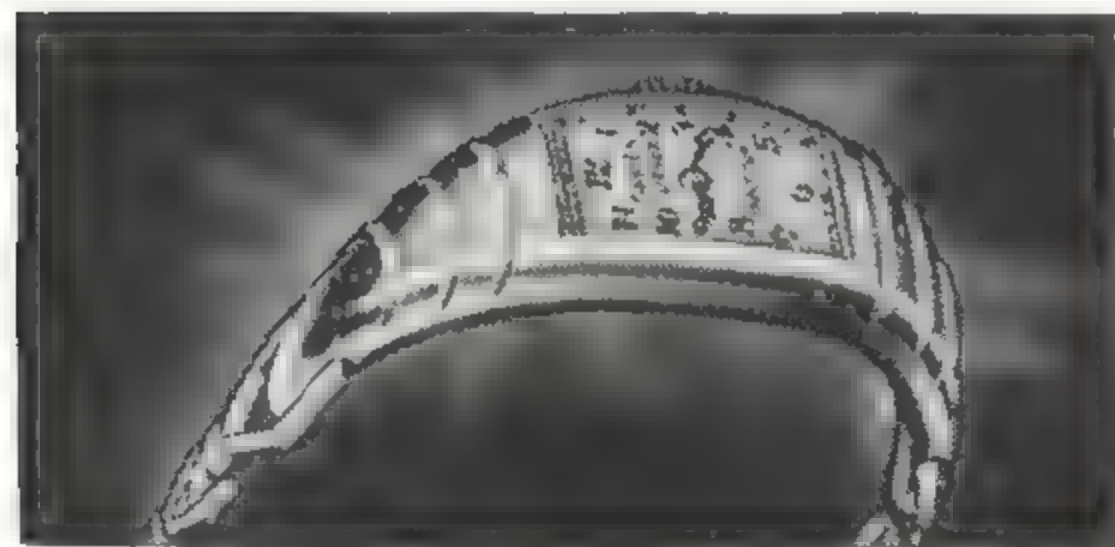
As you will sense when you see it and put it on, here, very definitely, is an *important* watch. Completely new in idea, charming in its details, flattering to your wrist, unerring in its time-keeping.

Yet sensible as rubbers in the rain! For the *side* of your wrist is where your eye falls naturally. Where a watch can hold most snugly yet most comfortably. Where it "feels" as right as a ring on your finger.

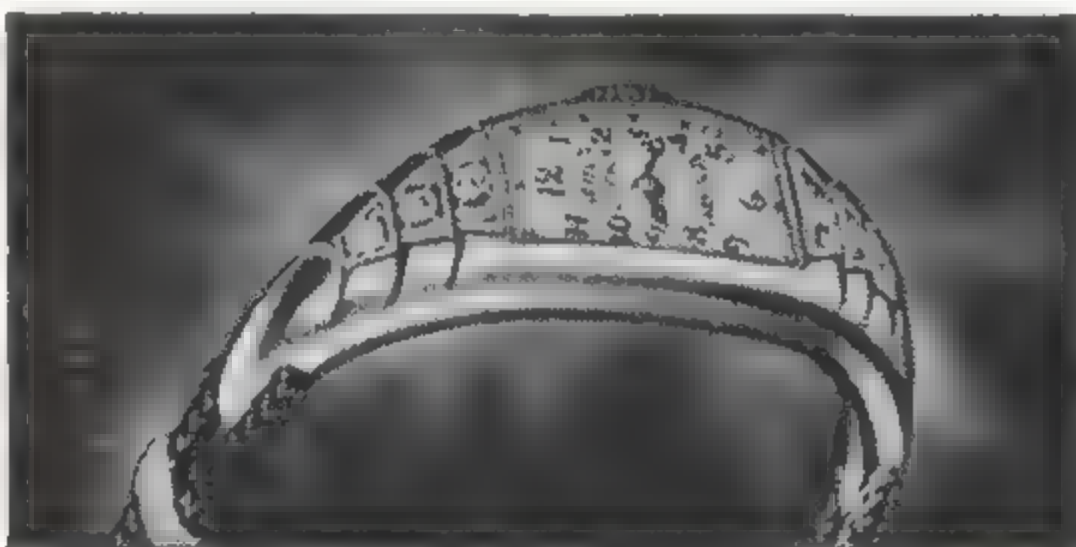
Also, because here's an idea that is sure to be copied, we point out one important feature that simply can't be copied. This watch is a *Curvex*.

Its curved case has a big, accurate, long-wearing, curved movement inside, and that's something Gruen has patented! You'll like this newest Gruen. Go see it, or write today for descriptive brochure.

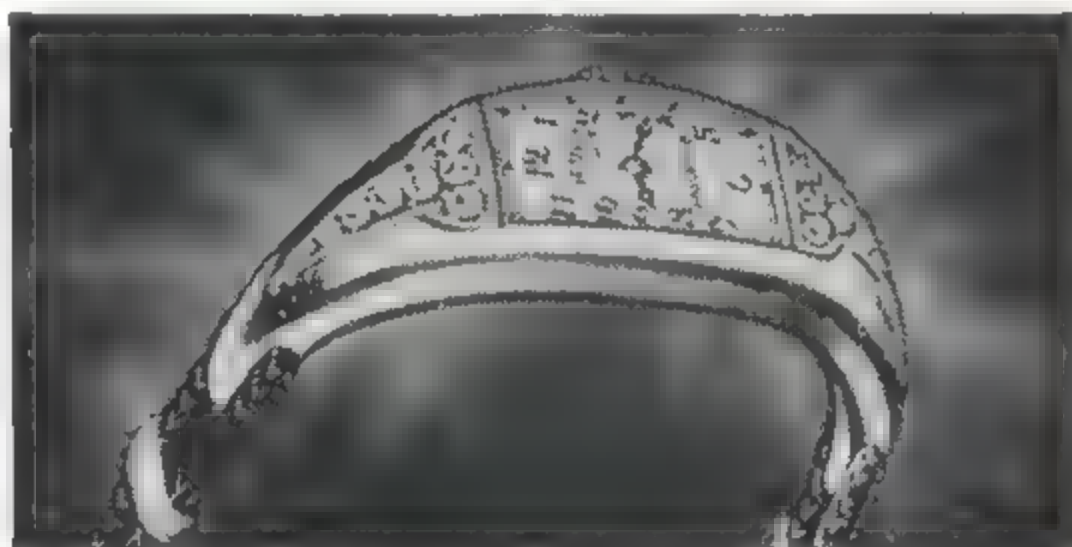
The Gruen Watch Co., Time Hill, Cincinnati, O., U. S. A.  
 In Canada: Toronto, Ontario



LADY CURVEX . . . 17 jewel Precision, 14 kt. yellow gold filled case, with matching bracelet, \$49.75



CURVEX MARQUISE. 17 jewel Precision, 14 kt. yellow gold filled case set with 6 fine diamonds, \$67.50



CURVEX IMPERIAL. 17 jewel Precision, 14 kt. solid yellow gold case set with 14 fine diamonds, \$100.00

WHY A CURVED WATCH  
 SHOULD HAVE  
 A CURVED MOVEMENT



THE  
 CURVEX WAY

Patented, full-size movement curves with the case, making possible pocket-watch accuracy, ruggedness and long life.



THE  
 OLD WAY

An ordinary flat movement reduced in size and ruggedness to fit inside a curved case.

\*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 1855952. Re. 20480. Canadian Patent No. 370997. Copyright 1936 by The Gruen Watch Co.

Copyright 1938, The Gruen Watch Co.

GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST



## ODDITIES IN THE NEWS



Blown glass, delicate, translucent, now alights on your lapel. Madame Marianna von Allesch is the designer of these lovely bits of jewelled fantasy—a Louis XV. chair and mandolin in shining blue, an umbrella green as spring grass. You will find all these at Bonwit Teller



Something for the mice to look out for—these black velvet slippers with gleaming cat's eyes. The blue platform sole makes treading the easier. From Saks-Fifth Avenue, New York, Chicago, and California

Captured on the boudoir floor—the spotted leopard. Though, here, the leopard-skin is imitation, set up on a purple platform sole covered with felt. At Saks-Fifth Avenue, New York, Chicago, and California



And the bunny—lop-eared, big-eyed—becomes the theme for the softest of bedroom slippers. In white with red platform and lining. Find these at Saks-Fifth Avenue, New York, Chicago, California



HIRSCH



BAUM MARTEN—

THE EVER POPULAR HIP LENGTH JACKET—DONE

ATTRACTIVELY IN SABLE DYED BAUM MARTEN

*Revillon Frères*  
FIFTH AVENUE AT 54<sup>TH</sup> STREET



**new!**  
**amazing!**

# Odorono Cream

Deodorant

## Checks Perspiration Safely



**EFFECTIVE ONE TO THREE DAYS ☆ NON-GREASY • STAINLESS • SOOTHING**

**TAKES ODOR FROM PERSPIRATION ☆ SAFE BEFORE OR AFTER SHAVING**

**WON'T IRRITATE SKIN OR ROT DRESSES ☆ NO WAITING TO DRY • VANISHES INSTANTLY**

**YOU CAN SLIP YOUR DRESS RIGHT ON ☆ NO FUSS • NO WORRY**



**I**F you have to count your dressing time in split seconds—and yet are a fuss-budget about personal daintiness—you're going to love the new Odorono Cream. Non-greasy, it vanishes instantly. It takes just a few seconds to apply and you can slip your dress right on and go about your business.

You can even shave at the last minute on an important evening—dab on Odorono Cream—and dance to your heart's content without a moment's worry over underarm dampness or odor! Your underarm will be *completely dry* for 1 to 3 days.

Don't gamble with your friendships—your chances for romance! Solve the problem of underarm daintiness once and for all. Get a jar of the new Odorono Cream today! Only 35¢ at all toilet-goods counters.





## HUNGARIAN FLAVOUR



The Hungarian mood comes to America in these knitted clothes made by Lampl. They were inspired by the designs of Klara Szunyogh, the young Budapest couturier who has done costumes for the Hungarian Opera. Above, a two-piece dress, in black. It has a fitted jacket, and splashes of bright peasant embroidery enliven the black velvet yoke

Below is more of the Hungarian gaiety in a Lampl knitted dress—a black two-piece dress, with giddy yarn flowers unfurled across the high pockets, for black this season needs a flare of colour. The close-fitting square neck-line has a tiny frill of hand-crocheted white ruching around it. You will find both Lampl dresses at Franklin Simon



RAWLINGS





*Which One?*

**WHICH ONE OF FLEXEES'  
7 basic figure-types  
WILL MAKE YOU LOVELIER?**

You may be tall or short . . . broad HERE or narrow THERE . . . sylphlike or statuesque . . . but one of Flexees 7 basic figure-types will fit you more perfectly . . . flatter you more outrageously . . . than any foundation you've ever worn before. In fact, it IS you . . . as you'd LIKE to be!

**FLEXEES • New York • Toronto, Canada**

**WHICH ARE YOU?**

Grecian, Parisienne, Egyptian . . . Renaissance, Empire, Moyen Age, Debutante . . . which is your type? Write Flexees, Dept. VH, 417 Fifth Avenue, New York City, for our book, "A New Adventure in Beauty". Our patented "Shadow-graphs" will tell you which of these seven figure-types is yours, and how to achieve its greatest loveliness.

*Flexees*  
TWIN AND SUPER CONTROL

THE WORLD'S LOVELIEST FOUNDATIONS



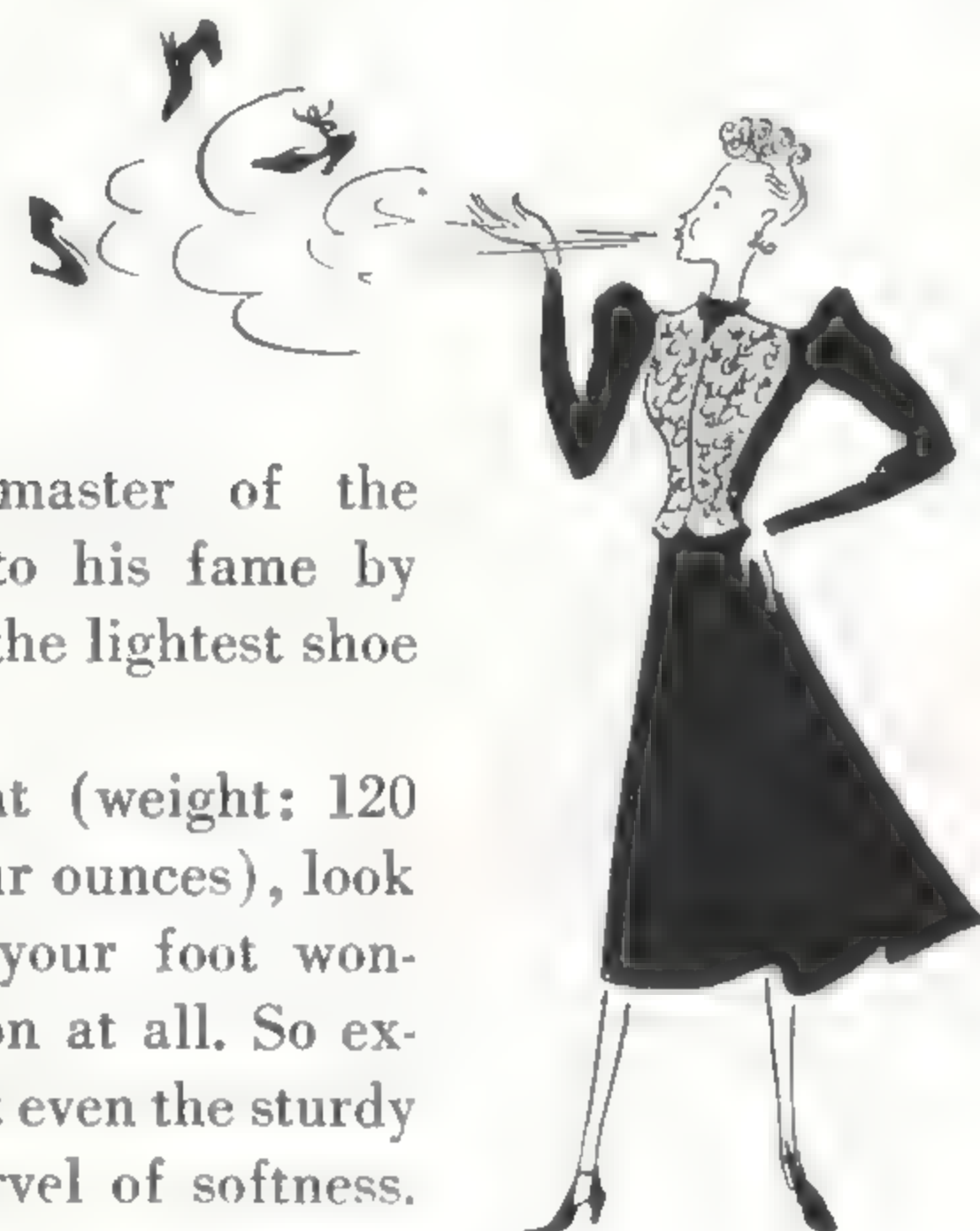


**K** NIT SUITS and DRESSES that will help you go places—streamlined styles that are as smart and as comfortable as next year's car—you'll find them in the new fall and winter creations for the well-dressed American woman by "Loganknit"—shown by accredited "Loganknit" representatives in your own home. Write for catalog or appointment.

**LOGAN** KNITTING MILLS AND GARMENT CO.

LOGAN KNITTING MILLS AND GARMENT CO., LOGAN, UTAH  
LOGAN GARMENT COMPANY, DAYTON, OHIO

## LIGHT ON YOUR FEET



**F**ERRAGAMO, Italian master of the wedge sole, now adds to his fame by producing what we believe the lightest shoe ever worn by woman.

These shoes are light (weight: 120 grams each, or less than four ounces), look light, feel light—you lift your foot wondering if you have a shoe on at all. So expert is the workmanship that even the sturdy monk shoe turns out a marvel of softness.



Ferragamo combines a pre-War elegance and an ultramodern lightness of weight in the construction of these black suede pumps—suede soft as that of a glove. A black silk ribbon ties over the instep in a flighty bow-knot. Find these at Saks-Fifth Avenue, New York, Chicago, and California



You slip your feet into these tan calf monk shoes, which buckle at the side, and are surprised at the non-weight. Resembling an abbreviated riding-boot, these country "welt" shoes will take you comfortably over moor and dale. Saks-Fifth Avenue, New York, Chicago, and California

HIRSCH



Turned up at the tip, like the prow of a gondola, these suede pumps (which make your foot look inches smaller) demand a sophisticated foot. They are photogenic, too, for the "prow" is more pronounced in the photograph than it is on the foot. Saks-Fifth Avenue, New York, Chicago, California





*Smart epidemic* . . . is Eye-lift, spread from woman to woman, store to store, in a single month . . . and already indispensable to its first discoverers . . . Because Eye-lift is not fad or foible, but a major contribution to beauty care . . . requiring neither faith nor frequency, but proving its great virtue in five minutes to your own mirror and others' appreciative eyes . . . One of these specially saturated masques of fleecy felt brings the cool exhilaration of an eye-area facial, unique and effortless . . . and in a few minutes relieves and brightens tired looking eyes, stimulates harmlessly the under-eye skin where fatigue shows first . . . softens and soothes the lines of care and wrinkles etched by time . . . alleviates what make-up can only conceal . . . Imperative aid to the smart toilette, invaluable for the special occasion, routine with some women on retiring or awakening . . . If your favorite shop has not yet secured Eye-lifts, order direct . . . Ten lifts, two dollars.

MASTIN'S

*eye-lifts*

MASTIN PRODUCTS, INC., DISTRIBUTORS, 1674 BROADWAY, NEW YORK CITY



PEACOCK'S

## Sculptured Kid



It's new! It's news!

Kidskin of remembered daintiness and comfort has staged a telling comeback in Peacock's SCULPTURED KID... Forerunner of a vogue for smoother leathers. Exquisitely feminine, discreetly decorative, it is perfectly keyed to the Paris interest in embroideries and trimmings.

Motifs in low relief skillfully emphasize the graceful simple lines of the shoes.

Another Peacock success!

BOYD-WELSH, INC. • ST. LOUIS

## SHOP-HOUND VOWS



○CTOBER is not so very long after June, but already enough time has passed for a whole new crop of couples to gather at the threshold of matrimony. The bell's in the belfry, Cupid's in his heaven, and all's right with the world. And Shop-Hound's on the earth, running through stores ahead of you, lest you should be jogged out of your serenity by Shopping Problems. So now, if you will move over, we will climb on your cloud with you and tell the driver to take us to Flowers, Incorporated, 25 West Twenty-Seventh Street, first stop.

When flowers from this place go to a wedding, they go accompanied by a designer who places them in the hands of bride and bridesmaids. All they have to do is hold on, and sometimes not even that. This house has turned out a ring arrangement whereby bridesmaids just hold out their hands, on which are rings cascading with blossoms. There's also a concealed handle for the bride's bouquet, so the nervous one doesn't drop anything. This shop's weekly subscription would please any bride.

Lilly Daché has designed an imperial-looking bridal head-dress to wear with high-up hair, shown at right. It's made of lace, with tulle cascading from the points at the top; to be worn with or without a face veil. The price varies, of course, with the kind of lace that you want to use, and whether or not you supply it yourself. Lilly Daché's address, as every one must surely know by now, is 78 East Fifty-Sixth Street.



We've just seen a nightgown and coat designed for the now-proverbial marrying angel to wear. The material, white chiffon stitched with "Lastex," is sheer heaven, and clings like a vine. The long coat, of this same fabulous fabric, has short sleeves and lapels made of tiny lace ruffles, and there are cap-sleeves of lace on the gown. Altogether lovely—altogether about \$105 at Raheb-Diat, 20 East Fifty-Seventh Street. Miss Raheb also makes beautiful underwear—panties cut all in one piece, and slips with uplift tops and the minimum of seams. Beautiful negligés here, too. All of these models are made to order, to fit.



At Altman's, you will be selfless and think of your bridesmaids, and whether or not you want them to wear floppy hats. If not, we suggest this wreath (left) of shiny dark green leaves such as the Greek heroes wore. About \$1.50.

Leonora Ormsby, at Saks-Fifth Avenue's Bride Shop, made the tall tulle cap with wax flowers (left); about \$65 to order. There's also a high crown of these flowers, by Suzanne Talbot. Another Ormsby idea: veil and head-dress sprinkled with silver dust and sentiment.

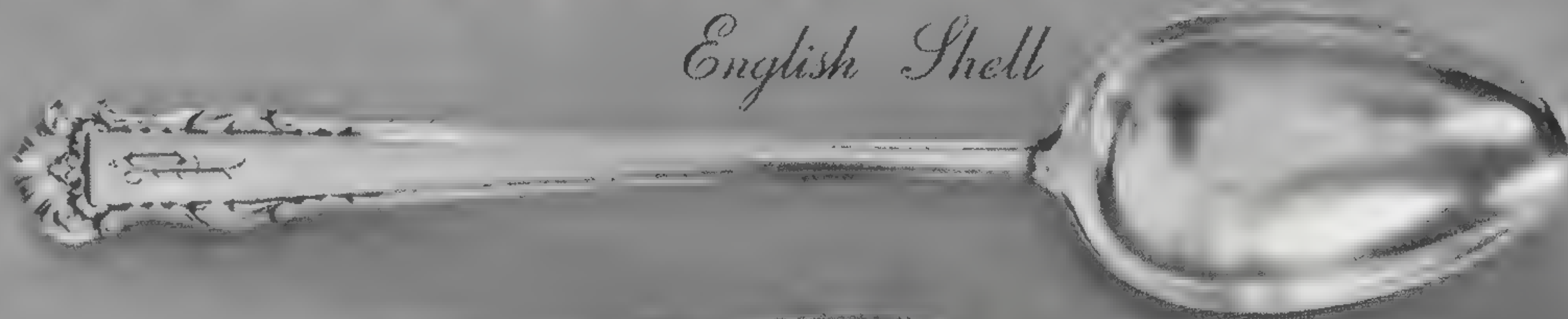
Ah, so you're going to do a bit of housekeeping in that cute new apartment. May your Sunday suppers become famous, and may a lukewarm sausage never pass the lips of your guests. You can be sure such tragedies won't take place if you buy, or hint for, the Chase electric table-butler. This handsome fellow is a chromium globe in which food absolutely pipes with heat for hours. About \$10; and, for about \$1.50 extra, a glass baking-dish to go inside; at Hammacher-Schlemmer. (Continued on page 126)



*They were married back in 1938.....*



*English Shell*



*Festival*



STERLING 925/1000 FINE

Gowns by Saks-Fifth Avenue



They called it a "recession." Jim wondered if it were the right time for nuptials, but Jane had confidence in the future... and in Jim. And while Jim said, "Shall we buy sterling?", Jane said, "What *kind* of sterling shall we buy?"

That was back in 1938. And Jane was right... about the future, about Jim and about the silverware they bought. It was LUNT... which meant it was as appropriate in the hand of Jim, the young bond salesman as in the hand of Jim, the established broker.

For LUNT STERLING is created in a heritage of 200 years of fine silversmithing. Its graceful, enduring patterns are timelessly correct... far famed for their superb finish, luxurious weight and perfect balance.

Ask your jeweler to show you FESTIVAL... or ENGLISH SHELL... two of the most recent creations from the famous LUNT silver shop in historic old Greenfield, in the heart of New England. Or perhaps you would prefer some other of the charming, cultured LUNT patterns. Write for the booklet, "The Bride Selects Her Table Silver." Address Lunt Silversmiths, Dept. A-15, Greenfield, Mass.

*Lunt Silversmiths*

CREATORS OF STERLING TABLEWARE EXCLUSIVELY





# Fall Promenade of Nelly Dons in Enka Rayon

Jaunty new fall dresses...briskly tailored. In front of the Arch, two debonair frocks in Crepe Avenelle, soft, dull and resistant to crushing. Below, Persian tile print of Nelda Crepe, the fine crepe that has won the hearts of women everywhere. All are woven of Enka Rayon and launder beautifully. JUST TRY ONE ON.



(left) #677—Riding High...exclusive tiny bicycle Avenelle print. Double collar—the top white piqué is removable for easy laundering. Zip closing at neck. Slenderizing silhouette. Navy, Rustic Brown, Blackberry, Black. 12 to 44. \$5.95

(right) #678—Exclusive Bow-Knot Avenelle print in a charming "soft" dress that does wonders for your figure. Hemstitching on the bodice picks up a color of the print. Navy, Rustic Brown, Black. 12 to 44. \$5.95

(below) #673—Exclusive Persian Tile Print Nelda Crepe. Yoke of loose pleats set in front bodice. A grand smooth hipline and youthful pleats in skirt. Navy, Rustic Brown, Teal Blue. 14 to 44. \$5.95

The J. L. Hudson Co. . . . New York  
Best's Apparel, Inc. . . . Flint  
Jostlin's . . . Detroit  
Younkers . . . Seattle  
Strawbridge & Clothier . . . Denver  
Smartwear-Emma Lange, Inc. . . . Des Moines  
Polsky's . . . Philadelphia  
and 1800 other leading stores and shops throughout the country. If unable to find Nelly Dons, write Donnelly Garment Co., Kansas City, Mo., Dept. V

AMERICAN ENKA CORPORATION  
271 CHURCH STREET, NEW YORK

## SHOP-HOUND VOWS



(Continued from page 124) For going away or for going anywhere, this little black box of a coat will deliver you in style. It's squared off in shape—nipped in at the waist to make your shape look nice, and fastened with two rows of fur buttons. You can buy this neat tailored trick at S. Harra, the fine furrier at 15 West Fifty-Seventh Street; about \$425 in Persian lamb, made to your measure.

When you or a loving relative go looking for Marcus and Company wedding presents, remember that they are moving to larger quarters. The new shop opens about the first of October at 679 Fifth Avenue, behind three of those mysterious invisible windows. Inside, there's a new lighting system that is the nearest thing to daylight, so you can see the jewellery *au naturel*.

Violets crop up everywhere in Paris—on muffs, under chins, clasped in hands. But it's still a bit early for us to get them here. The viola, a twin sister, is the solution for October. Here, right, you see them piled up prettily on a head. (They'd make a charming head-dress for bridesmaids.) Florist members of the Florist Telegraph Delivery Association will get them for you.



Exterior Decorators, 22 East Sixtieth Street, is one firm that will take a firm and helpful hand in settling your trousseau problems. Mrs. Waters and Mrs. Rhinehart will help you sort out a tangled wardrobe, design new accessories for you, and lead you to fittings with competent tailors and dressmakers. The heaviest consultation here proves worth its weight in gold.

Another soothing influence in the life of a young bride may be found at Denise Bruce, 1 East Fifty-Third Street. These understanding souls will plan your wedding and bridesmaid dresses, and even find the right-coloured stockings for you, in the event of your helplessness. Here, you can order dresses for your trousseau, custom-made from about \$65. Also a nice inexpensive collection of ready-to-wear dresses and hats.



Thick vibrant stripes of black, and peacock, pale, and navy blues run down this hand-woven tweed jacket (left) from New Mexico; under \$30 at Abercrombie and Fitch.... The mustard felt hat is from Yvonne Boutin, 510 Madison Avenue—a new pearl in our collection of millinery finds. She'll make you a hat in a day if you like—from about \$10 to \$22.50 to order. The hat, left, is one in the \$10 range, to give you an idea.

HIRSCH

Now to get back to the subject of weddings; there is always a groom as well as a bride, and we wouldn't want to forget him. Even if we did, Tripler's would be one store that wouldn't. This organization takes weddings very seriously, and proves it over and over again each season. After the groom orders his spats, cravat, et cetera, he gives Tripler's the name of his ushers, who file in for fittings and are given the same colour accessories that the groom has chosen. A Tripler man is sent along to the anteroom to dress the males of the wedding party. (Continued on page 128)





**MIGHT THIS BE YOU?**

Perfume that tantalizes...allowing only now-and-then hints of something heady, mysterious and passionate...Its name is Kobako...Primitive and Oriental is the theme it whispers...But a great French perfumer muted the theme, spiced it with Gallic wit...A perfume at once exciting and entrancing.

Jewels Courtesy Marcus & Company



**KOBAKO**  
**BOURJOIS**





**HIS EYES WILL TELL YOU** whether you're wearing the right lipstick! Bright red, "painted" lips definitely have little attraction for men. There's far more appeal in lips that look *naturally* lovely—as you'll find out when you give yours the magic touch of Tangee...



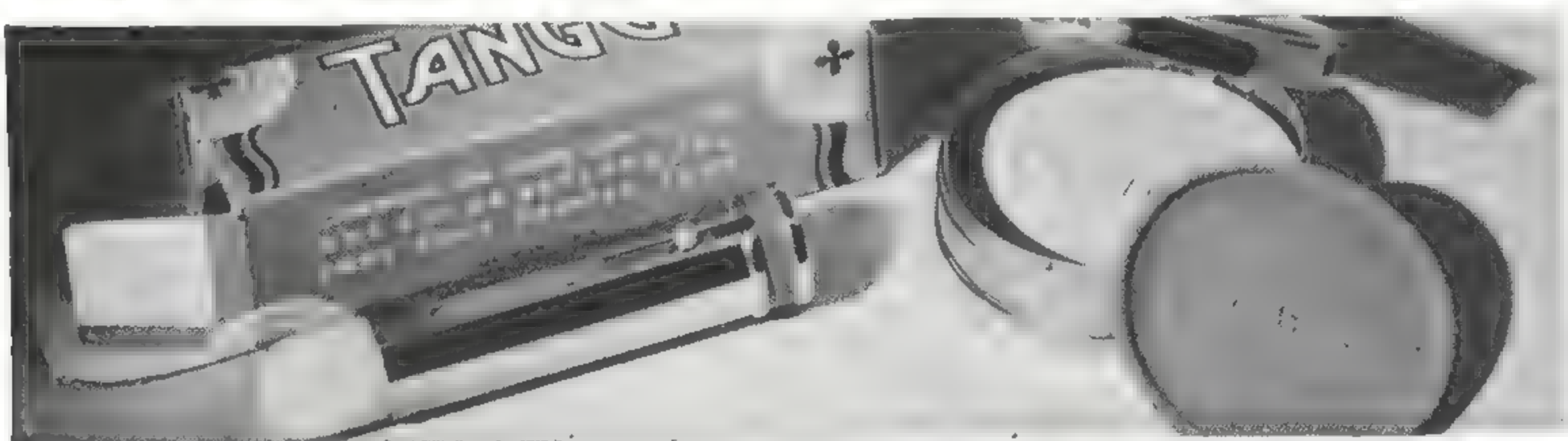
**TANGEE—FOR PETAL-SMOOTH LIPS...** It's orange in the stick, but on your lips Tangee changes to just the shade of blush-rose that best suits *you*! Blondes, brunettes, redheads...all use Tangee perfectly. And its special cream base keeps lips soft and smooth.



**HERE'S ROUGE TO MATCH!**... Tangee Rouge, in Creme or Compact form, blends perfectly with your individual complexion—gives your cheeks lovely, *natural* color. It's one rouge that suits everyone—from fairest blonde to deep brunette. Try Tangee Rouge and Lipstick!

**World's Most Famous Lipstick**  
**TANGEE**  
ENDS THAT PAINTED LOOK

**BEWARE OF SUBSTITUTES!** There is only one Tangee—don't let anyone switch you. Be sure to ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.



THE GEORGE W. LUFT CO., NEW YORK CITY

## SHOP-HOUND VOWS



(Continued from page 126) You'll want to put this dinner-dress right in your luggage to take away on your honeymoon. Put it in the bottom of the trunk if you like, and we'll wager it will come out without a wrinkle. It's of dull red Bagheera crêpe with a velvety finish, and is as putty in the hands of a designer because it hangs so well. The soft draping over the bosom and short sleeves couldn't have been more gracefully handled by a sculptor. The waist is a very small affair, and the skirt, though as full as a dirndl, hangs straight down in loose folds. It is at Stein and Blaine's Ready-to-Wear Department for about \$40.

For a really important, useful present, our suggestion is the very compact and good-looking end-table with an Ansley radio-and-gramophone mechanism inside. When the top is closed, no one would guess *anything* lurked inside—much less a potential symphony. The top slides back though, and there you are with all the music of the spheres. About \$165 for this, or about \$175 installed, with three months' service. Have the table made in the wood you like at Arundell Clarke, Ltd., 620 Fifth Avenue.

Your Hound beamed with satisfaction after tracking down this little sheared beaver jacket, right. As you can see, it's square as can be. The price should please you as much as it does us—about \$165. It's one of a collection of A. H. Green's jackets at his shop, 535 Madison Avenue. With this fine bargain, splurge on a high toque of brown bengaline banded with spiraling nutria; about \$50 at Rose Sapphire, 501 Madison Avenue.

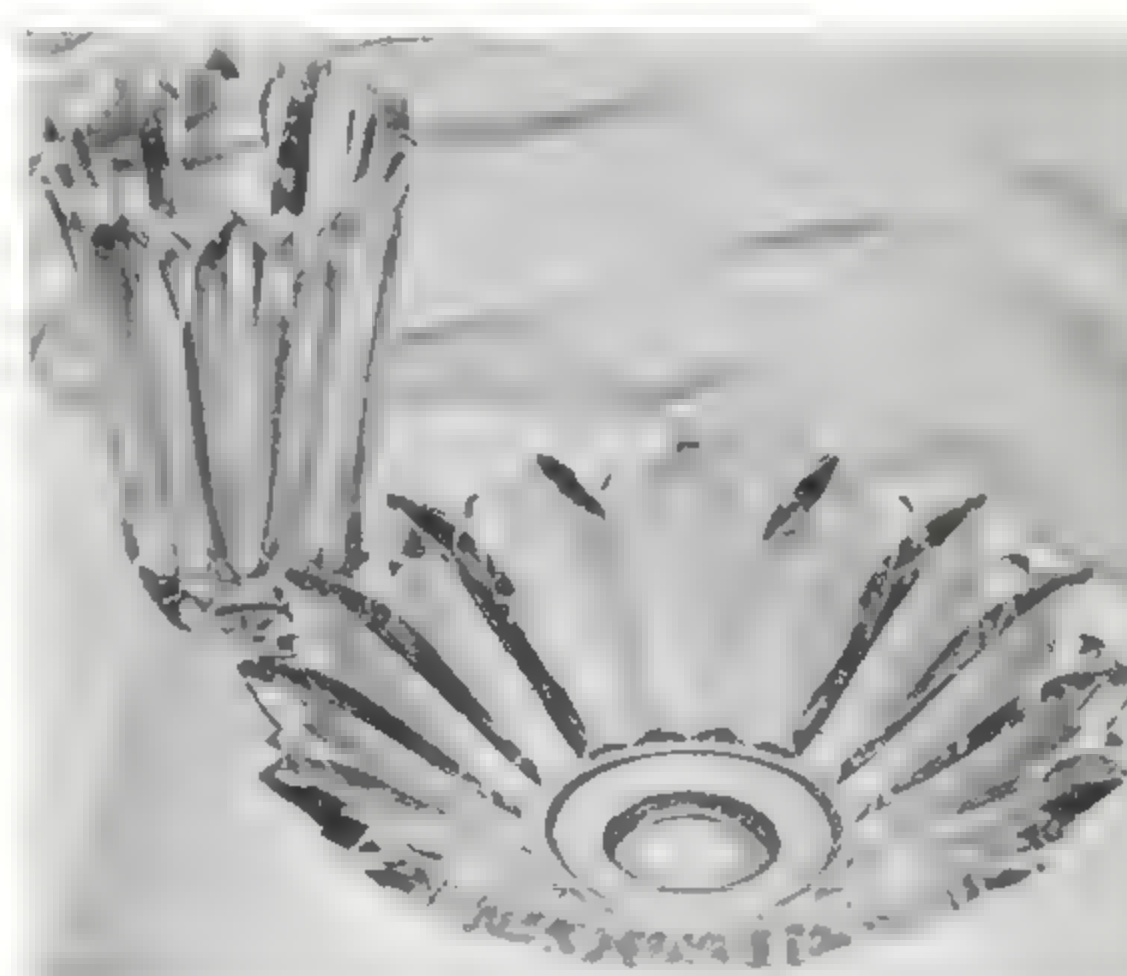


HIRSCH

This same Rose Sapphire has a most exciting collection of velvet turbans, in every possible shape and in colours good enough to eat. Of course, not all of the hats here are as expensive as the fur-trimmed one above—most of the prices lingering about \$22.50, to order. To go with the turbans, Rose Sapphire has, also, long velvet gloves—about eight-button length—with the insides of the hands of antelope; about \$18.75 for these.

By now you're probably colour-conscious in your clothes, from the top of your head to the tips of your toes, but that is not all. Crane has made a new warm shade of paper called "Powder-Rose," which should make you write very gay and colourful notes. Bergdorf Goodman has the papers, plus a brand-new collection of monograms and initials for you to choose from.

Sudden thought: one of the nicest features of the new third floor at Lord and Taylor is the little circular Bride's Shop. Very elegant in green and grey, equipped with *big* fitting-rooms.

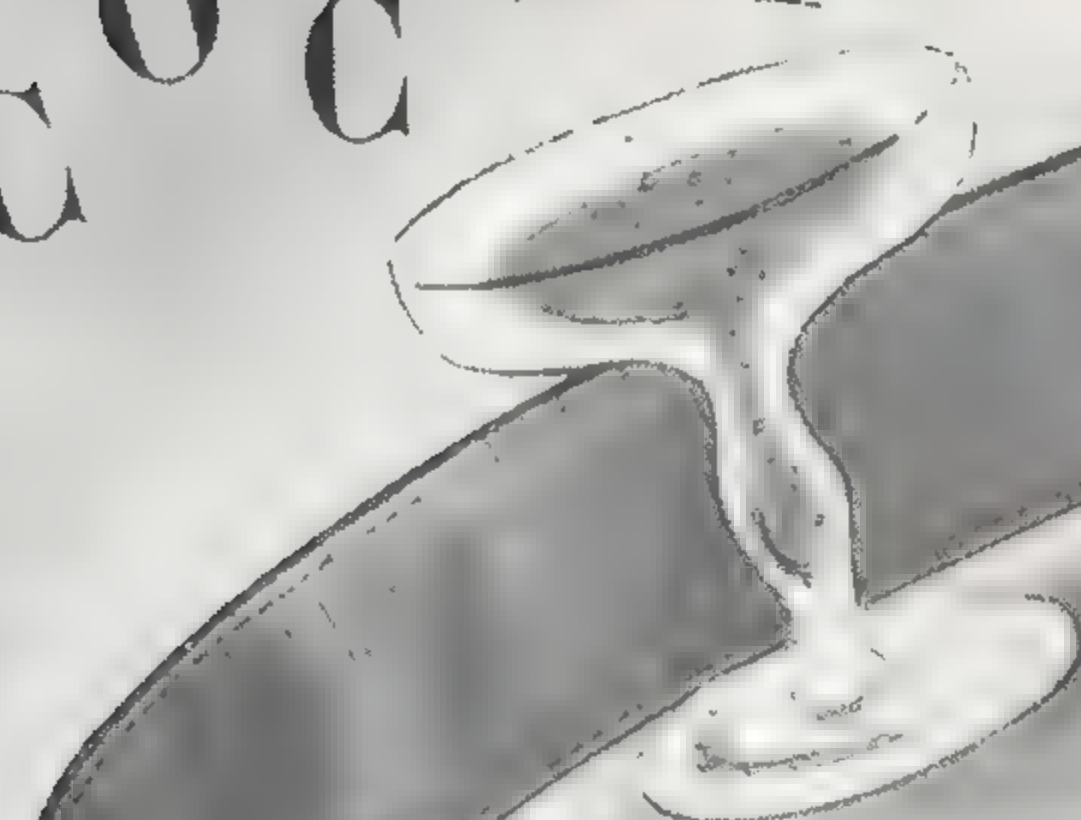


BAKER

For a starry-eyed bride, a star-cut vase and bowl of heavy lead crystal, cut by hand, gleaming with almost supernatural lustre. Something you'll want to keep forever, from Alfred Orlik, 395 Madison Avenue. About \$50 for the bowl, and about \$26.50 for the vase.



COCKTAIL



## YOUR BELT FOR OCTOBER

A gala glamorous belt. The many-faceted golden buckle scintillates like a jewel. The grosgrain-backed suede gleams with silken stitching. Surrounded by such radiance, how can you resist being bright and sparkling too! In new winter colors. At foremost stores, \$1.50.

*a Criterion\* Original*

SLOTE & KLEIN, INC. • NEW YORK *world's premier maker of quality belts for women*

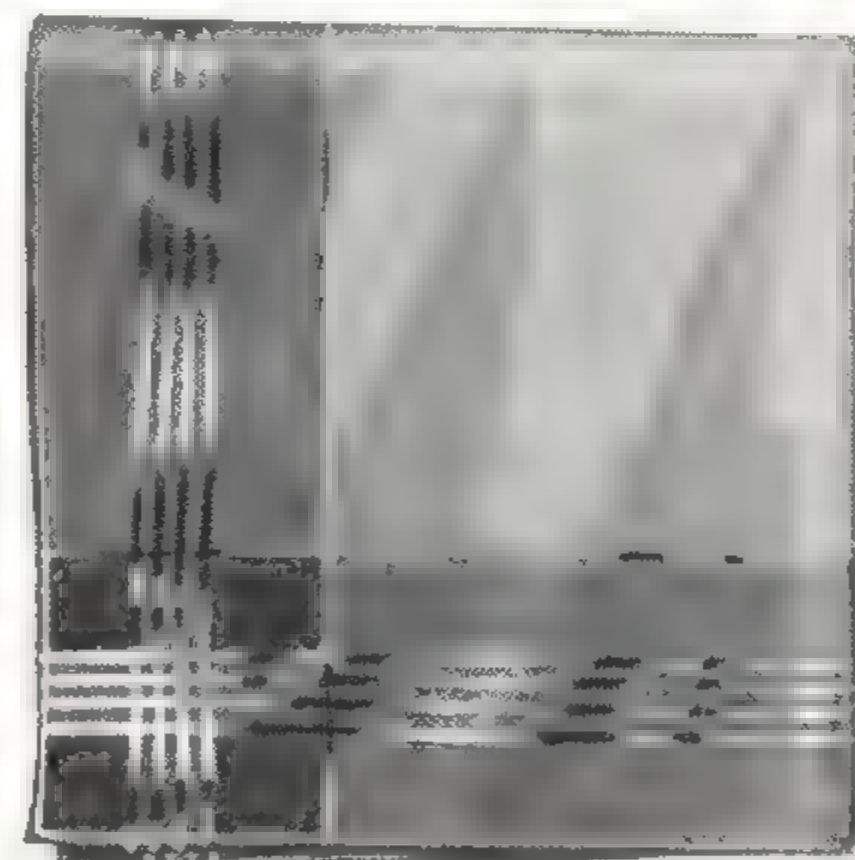
\*Reg. U. S. Pat. Off.

Corp. 1938. Slote & Klein, inc.

"They Belong Together"



Luncheon at the Colony for this gay, colorful, Celebritee and this Schiaparelli inspired black wool afternoon dress. The Celebritee—fifty cents. Hand-printed in Switzerland.



Off to the Rainbow Room—this gold threaded chiffon Celebritee and this Vionnet inspired evening gown. The Celebritee—one dollar.



CELEBRITEES

BY INTERNATIONAL

whatever you wear, wherever you go,  
there is a glamorous Celebritee  
cleverly designed for the costume...  
for the occasion.  
genuine Celebritees\* bear this seal...  
look for it the next time you shop.

INTERNATIONAL  
HANDKERCHIEF MFG. CO.  
17 East 37th Street . . . New York

Handkerchief and costume coordination by special arrangement with Pattullo.



On their way to cocktails at the Stork Club, this exquisite hand-made Madeira Celebritee and this Molyneux inspired cocktail costume. The Celebritee—fifty cents



\*Reg. applied for.





## WITHOUT PREJUDICE

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**I**N EVERY WAY a NORMANDIE crossing is ideal. Her size and speed enable you to make definite engagements for the fifth day (lunch in London or dinner in Paris). The knowledge that Breton and Norman seamen, officers and engineers follow faithfully the French Line tradition of speed with safety . . . a really distinguished cuisine, impeccably served . . . large, delightful staterooms, with generous provision for luggage . . . all these things make the NORMANDIE the choice of smart travelers for their fall and winter crossing.

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FLY ANYWHERE IN EUROPE VIA AIR-FRANCE

**French Line**

610 FIFTH AVENUE, NEW YORK CITY  
(ROCKEFELLER CENTER)



## MY HOUSE IN THE FOREST

By André Durst

[Photographs of M. Durst's house are shown on pages 92 and 93.]

I was on an Army map of the Forest of Senlis, near Paris, that I first saw my house—or rather the small black dot that warned the Army that a house was there—and not to shoot in that direction. I had definitely decided to buy a small farm in this corner of the *Île de France*, because I could have so much forest around me less than forty minutes from Paris. Here on an Army map was exactly what I wanted—a private house facing open fields and backing on the forest. The situation was beautiful; the house, horrible—just an ugly, red-and-white brick French suburban house, with a weather-vane whirling around on the chimney.

It was exactly the opposite of the low, attractive, old farmhouse that I had hoped to find. Square and naïve, but well built, it had the perfect basis on which to add wings. Probably from looking at it too long one afternoon, I had hallucinations about its turning into a theatre set—and that is more or less what eventually happened—except that all the doors and windows and walls are real. Between buying the house and starting to work on it, my plans, of course, changed a hundred times; from Louis XVI. to Empire, to American Colonial, to the style of Palladio. The result has a touch of all of these periods, but belongs to none.

Even the forest in back of the house lent itself to my theatrical scheme. There were alleys cut in sun-dial form, exactly as if the property was a *Petit Trianon*. I could visualize statues at the end of the alleys, and wild deer running protected in my forest. One day, I lost that illusion, however, when a stag jumping the fence for protection was killed in front of my door by pink-coated huntsmen.

I found an excellent local contractor who was amused, but also interested in my ideas. With no help from an architect, and to our surprise, the house actually turned out to look like the original drawing I had made for it. Six months after I bought the property, the house was finished—on Christmas Eve. With the forest behind, the Christmas decorations, and hundreds of candles to light the house, I thought it was perfect—for about two weeks.

### I BEGIN TO REMODEL

Then, I began to notice all the things I had done wrong. The drawing-room fireplace—a grotto that I had taken from Bérard's *décor* for "*L'Illusion Comique*"—was too low and looked lost in the great wall-space. The wall-space itself hid from view all the loveliest part of the forest. Although my combination living-room and dining-room was large, I needed a small, more compact room, in which to sit comfortably around the fire. I decided to tear down the end wall, add another small room with a glass wall facing the forest, and separate it from the big living-room by three steps and a cement balustrade. Again my friends decided that I was mad, and, again, the contractor came back to stay four months (work goes very slowly in France).

While I was changing the living-room, I decided to add another bathroom, a *cabaña* beside the swimming-pool inspired by Bérard, and to install electricity. Originally, I had been against electricity, partly because of the expense of installing it, and partly because the house was so much prettier lighted with candles. But now, my lighting ideas were out-of-doors; I needed flood-lights on the forest so that, when we sat in the new glass-ended living-room with no lights except the fire, it would seem as if we were really sitting in the forest. I also wanted flood-lights on the front of the white house to make it look like a theatre *décor* from the distance.

The glass-ended room worked out perfectly, with mirror covering the two tubes that serve as a chimney for the Louis XV. stone fireplace. I added a large French window with multicoloured diamond panes in the other outside wall, and covered the rest of the wall-space with red awning- (Continued on page 146)



THE BALL AT MONSIEUR DURST'S



Here are some of the guests in the costumes they wore to Monsieur Durst's fairy-tale party at his house in Senlis. Madame Vera Mazucchi won first prize as Snow White, making her entrée in a Cellophane coffin carried by two dancers



Monsieur Durst, dressed as Prince Charming, awakened the Sleeping Beauty, Madame Marcel Achard, reclining on a pink tulle chaise longue. The black forest was a magnificent backdrop for this tableau in purple, pink, and gold



Madame Arthur Rubinstein as a beautiful Rivulet, with golden spun-glass hair that hung like a curtain to her waist. During the evening, she swung out in a fantastic Spanish dance, with Mademoiselle Chanel, still in her ferns, for partner



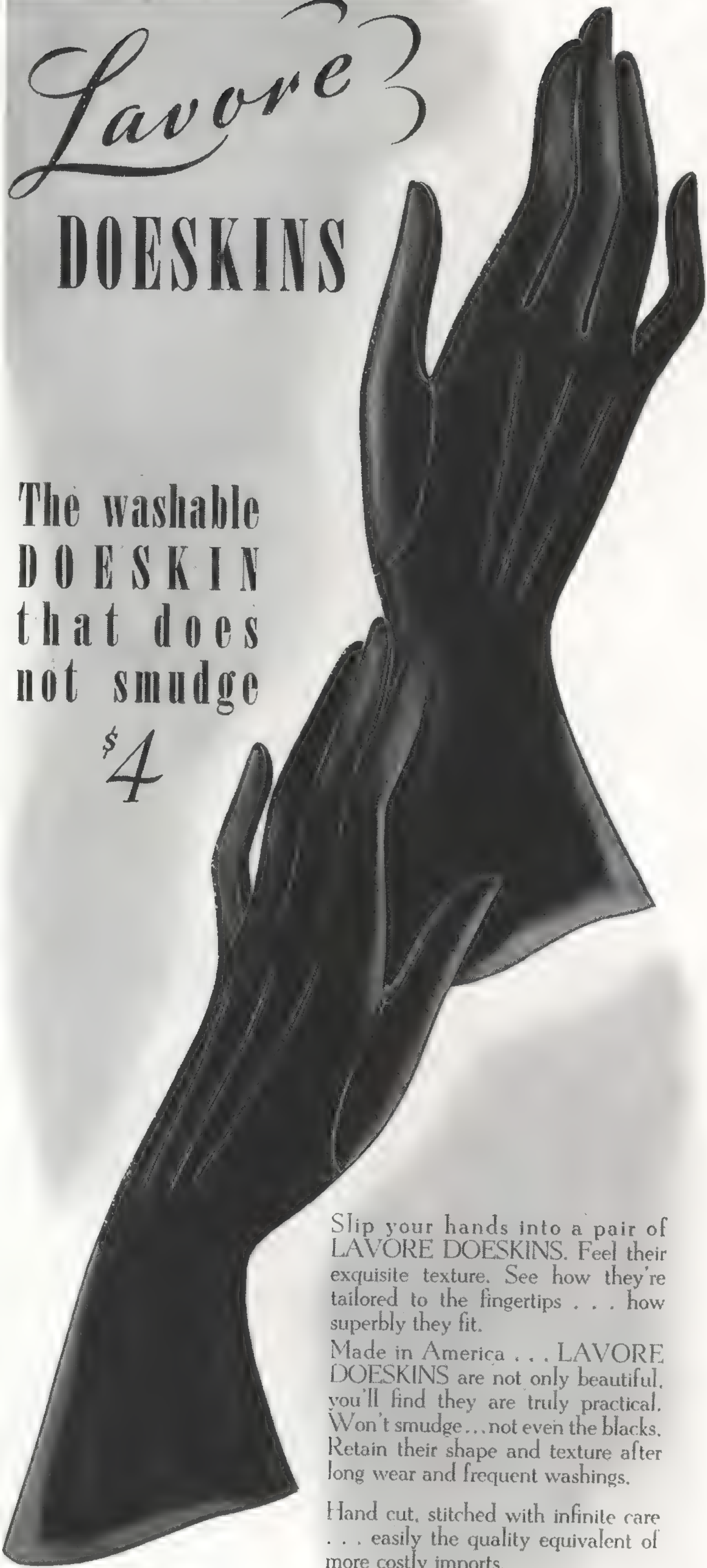
SCHALL

Mademoiselle Chanel, with her face blackened, was completely disguised as a clump of ferns, leaves sprouting in every direction. (Durst is with her.) Later on, she went whirling off, looking like a little boy, in slacks, sweater, and a cap

Lavore  
DOESKINS

The washable  
DOESKIN  
that does  
not smudge

\$4



Slip your hands into a pair of LAVORE DOESKINS. Feel their exquisite texture. See how they're tailored to the fingertips . . . how superbly they fit. Made in America . . . LAVORE DOESKINS are not only beautiful, you'll find they are truly practical. Won't smudge . . . not even the blacks. Retain their shape and texture after long wear and frequent washings.

Hand cut, stitched with infinite care . . . easily the quality equivalent of more costly imports.

See them at your favorite retailer

Boston, Mass. . . . .	Slattery's	Duluth, Minn. . . . .	Glass Block	Phila., Pa. . . . .	Strawbridge & Clothier
Chicago, Ill. . . . .	C. A. Stevens	Grand Rapids, Mich. . . . .	Stekette's	Pittsburgh, Pa. . . . .	Gimbel's
Cincinnati, Ohio . . . . .	H. & S. Pogue	Harrisburg, Pa. . . . .	Mary Sachs	Portland, Ore. . . . .	Meier & Frank
Cleveland, Ohio . . . . .	Higbee Co.	Houston, Texas . . . . .	Foley Bros.	Salt Lake City, Utah . . . . .	Auerbach Co.
Columbus, Ohio . . . . .	F. & R. Lazarus	Indianapolis, Ind. . . . .	H. P. Wasson	San Diego, Cal. . . . .	Marston Co.
Columbus, Ohio . . . . .	The Union Co.	Kansas City, Mo. . . . .	John Taylor	San Francisco, Cal. . . . .	Raphael Weill
Denver, Colo. . . . .	Daniels & Fisher	Los Angeles, Cal. . . . .	J. W. Robinson	Scranton, Pa. . . . .	Scranton D. G.
Denver, Colo. . . . .	Gano Downs	Los Angeles, Cal. . . . .	Coulter D. G.	Seattle . . . . .	MacDougall & Southwick
Des Moines, Iowa . . . . .	Yunker Bros.	Louisville, Ky. . . . .	Stewart's	Spokane, Wash. . . . .	Spokane D. G.
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Detroit, Mich. . . . .	Ernest Kern	Omaha, Neb. . . . .	J. L. Brandeis	Worcester, Mass. . . . .	Denholm & McKay
Dubuque, Iowa . . . . .	Roshek Bros.	Phila., Pa. . . . .	B. F. Dewees	Youngstown, Ohio. . . . .	McKelvey's

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*My Dear  
You, too, should meet a  
Beauty Counselor. For she  
brings you a priceless service.  
Countess Cardelli*



— Countess Jacqueline Cardelli  
— Counselor Mildred Ann W. White

To preserve and enhance skin loveliness is, as it always has been, a social requirement of every fastidious woman. Yet what to use and where to buy is often a truly bewildering question.

The photographs above were taken at "Imola", the charming estate of Countess Cardelli at Great Barrington. An American by birth, she was educated in Paris and has spent much of her life in Europe. Lovely and talented, her keen wit and extraordinary charm have made her home a delightful rendezvous for the smart Berkshire set. A devotee of outdoor life, the Countess has also won recognition as a writer. Nothing in Europe surpasses, she concedes, the excellence of Beauty Counselor products and she particularly enjoys making her selection in the privacy of her home.

Mrs. White is one of many highly cultured women who find in Beauty Counselor home service an interesting outlet for their creative gifts. Educated at Smith and Columbia, profoundly influenced by her social work at Hull House under Jane Addams, she enjoys broad contacts and has found in the Berkshires a responsive clientele—women who prefer to discuss their beauty problems in the intimacy of their homes.

Apart from the genuine merit of their exclusive formulae, Beauty Counselors bring you a priceless, personal service and a new technique. No matter what your individual problem—whether it is make-up, sallow, dry or oily skin—a Beauty Counselor offers expert, scientific advice. When you meet her your experience will be both revealing and utterly delightful. Don't put it off another day.



## BEAUTY COUNSELORS INC.

DETROIT, MICHIGAN

If you will send us your name and address, we will see that you receive, through your local Counselor, a complete trial of our preparations without cost.

## TROUSSEAU LINGERIE



Nightgown No. 8173. An old fashioned nightgown for a modern bride to sew. It is tucked and buttoned, and has a little collar under your chin. Designed for sizes small, medium, large

Pyjama No. 8175. Make these two-piece pyjamas in gay colours for travelling or lounging. If you like, you can have a hood on the tunic instead of a collar. Designed for sizes 11 to 17; 12 to 20

Négligé No. 8035. Think of this peignoir in plum-colour or ice-blue. It's an "Easy-to-Make" design; sewing it is as simple as whistling a wedding march. Designed for sizes 14 to 20; 32 to 44







8177

Pantie No. 8177. Treat yourself to dozens of these—it's an "Easy-to-Make" pantie—circular-cut, with lace inserts or a ribbon drawn through beading. Designed for sizes 25 to 34 waist measure



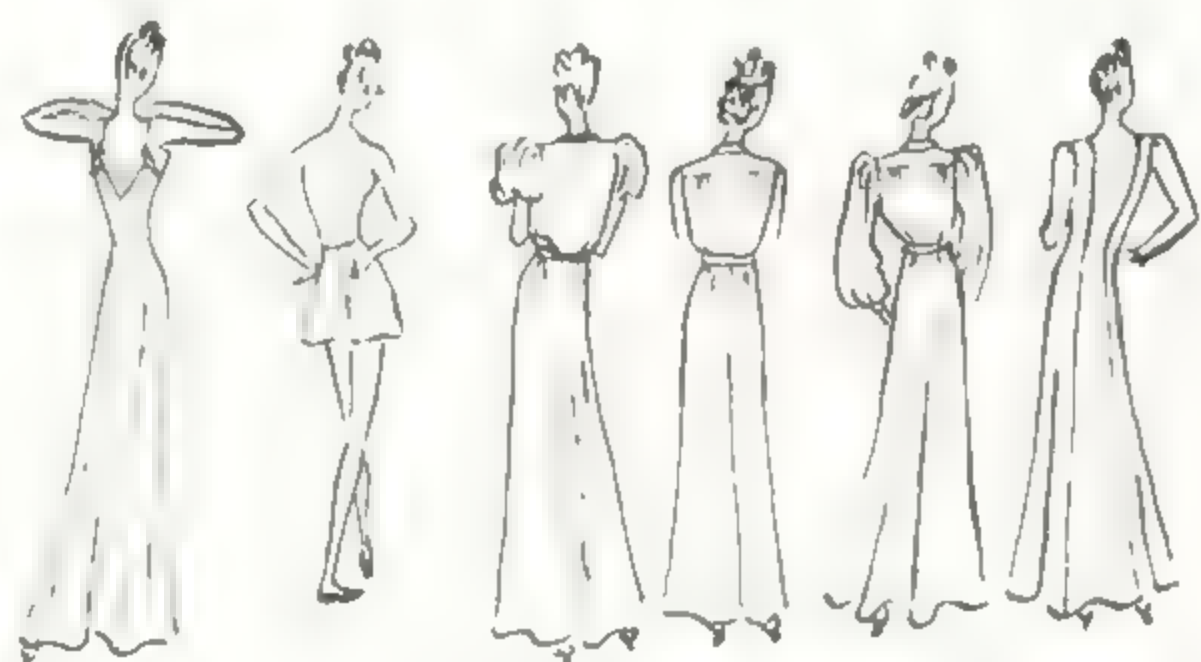
8176

Slip No. 8176. With no trouble at all, you can have a short slip for daytime and a long, sleek one for evening, complete with slide fasteners. "Easy-to-Make." Designed for sizes 11 to 17; 12 to 20



8174

Nightgown No. 8174. You will look charming as a little Kate Greenaway girl when you wear this gown—puffed sleeves, tucking, ribbon-girdled. Designed for sizes, small, medium, large



8176

8177

8174

8175

8173

8035

Designs for dressmaking

It's a  
*Lily of France*  
DUO-SETTE

Wishing won't do it! You need skilful corseting by Lily of France to bring out the seductive slenderness of your figure.

DUO-SETTE is made only by  
LILY OF FRANCE and MME. IRÈNE  
FEATURED AT BETTER STORES \$10 to \$50



# More Character.....



## EVERY YARD OF HARRIS TWEED IS WOVEN BY HAND!

**G**ENUINE Harris Tweed has never been woven any way but by hand. For generations the skilled crofters of the Outer Hebrides have placed the imprint of their unexcelled handicraft on each piece of Harris Tweed. Unfortunately, as with so many other things of merit, there have been unscrupulous imitators. But, no copy could catch the islanders' inherited art of hand-weaving a fine fabric from pure virgin wool shorn from the famous Scottish sheep. The honest colors and distinctive patterns lend Harris Tweed a character of innate beauty that lasts throughout its long life.

*Harris Tweed apparel for men and women is featured by fine stores and tailors throughout the English-speaking world. Look for the Harris Tweed label in the garment. Look for the Harris Tweed mark on the cloth. They definitely guarantee a genuine product.*

Issued by the  
Harris Tweed Association, Ltd.  
5 Coleman Street,  
London, E.C.2, England



## HERBS FROM LONDON



**N**O one who has been in the Herb Farm Shop in London will ever forget it. There is a charm about this small, sweet-smelling spot that fastens itself eternally in your memory. The Queen stops in at this shop in London with the Princess Royal to pick out Mint

Tea and potpourri in wooden bowls. Now, all this enchantment has been completely recreated on the main floor of Bonwit Teller in New York. You won't see the Queen there, but you can drink the lovely English herb tea, which is served every afternoon at four o'clock. And you find the herbs available in the same charming forms as in the British shop—in preparations to make you beautiful, in soothing teas, in jellies and seasonings. Other replicas, in the manner of the Bonwit Teller shop, will open soon at Marshall Field, Neiman-Marcus, and other important stores in other cities.



All the sweetness of the English countryside breathes from these jars of Marigold Astringent, the stronger Elder Astringent, the soothing and healing Marigold and Meadow Sweet Balm. The faint fragrance of English roses has been captured by a difficult and secret process in the Rose Petal Lotion, the cool freshness of the fruit in the clinging powder base, "Milk of Peaches"



Rows on rows of neatly-labeled jars hold clean-scented creams—Rose Mallow for dry, sensitive skins, Marigold Cream with all the whitening properties of the flower for oily skins. There's the hand jelly called "Motorist's Balm." There are ingredients for facial packs to be made up before one's eyes, Marigold, Peach, Rose Petal. And dried verbena and lavender to sniff and savour





Mortar and pestle do duty again. A rare herb only lately rediscovered in a Buckingham garden is ground up for the antiseptic Green Healing Ointment that is so efficacious for insect stings that explorers take it with them to Tibet and Central Africa. A tiny plant called Eyebright goes into a lotion to refresh the eyes. Potpourri fills wooden bowls and china jars with sweetness



Soaps there are in delectable profusion—lemon verbena, orange, Lady Anne rose, marigold, even lettuce, wild thyme, and purple heather. There are bath salts to harmonize—made with a softer base than the usual soda—bath powders, an after-exercise bath essence, herbal bath balls, bath essences in floral odours, such as rose, lilac, bouquet, green moss, or spicy thyme and pine



Herbs are given their proper place on the kitchen shelves, too. You have a choice of vinegars here—basil, elder, tarragon, garlic, shallot. There's a cook-book to help the novice. There are jams and jellies made without preservatives, even one made from marigolds. English herb teas are here—a health tea with cleansing values, Dandelion Coffee, Lime Tea for insomniacs or shoppers

# Fall Walks

BY

Here are shoes to walk in, shoes with the resilient leather soles and heels that make walking a delight. Priced from \$6.95 to \$10.00. As illustrated.

Ascot—A glove-like step-in, riding high on the in-step. Brown or black suede, polished calf mudguard.

Parkway—Classic pump, for walking. Baby alligator calf trim, black or brown suede, built up leather heel.

Hop Notch—A sturdy oxford, with interesting detail, soft unlined calf, in saddle brown and other colors.

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BALTIMORE—Wyman, Inc.  
BIRMINGHAM—Wheeler's Shoe Store  
BRIDGEPORT, Conn.—Davis & Savard  
BROOKLYN, N. Y.—Billy & George,  
1478 Bedford Ave.  
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FALL RIVER, Mass.—Cherry & Webb Co.  
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LEXINGTON, Ky.—George Collis  
LOS ANGELES—J. W. Robinson  
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NEW ROCHELLE, N. Y.—Ware's  
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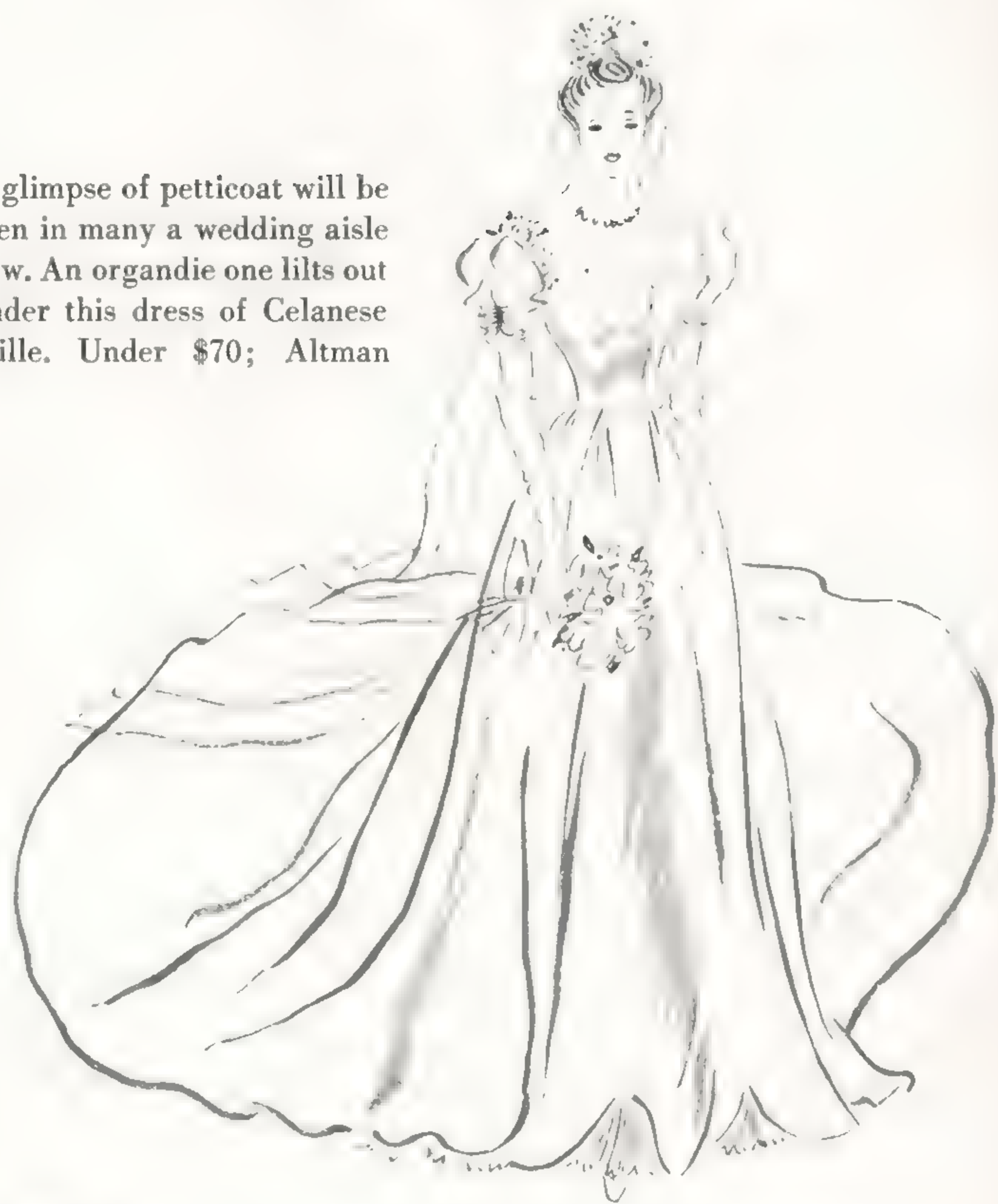
NORTH ADAMS, Mass.—James Martin  
NORTHAMPTON, Mass.—Montague's  
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And other good stores everywhere; for the name of one nearest you, write DIXON-BARTLETT CO., BALTIMORE, MD.



## FOR THE WEDDING-

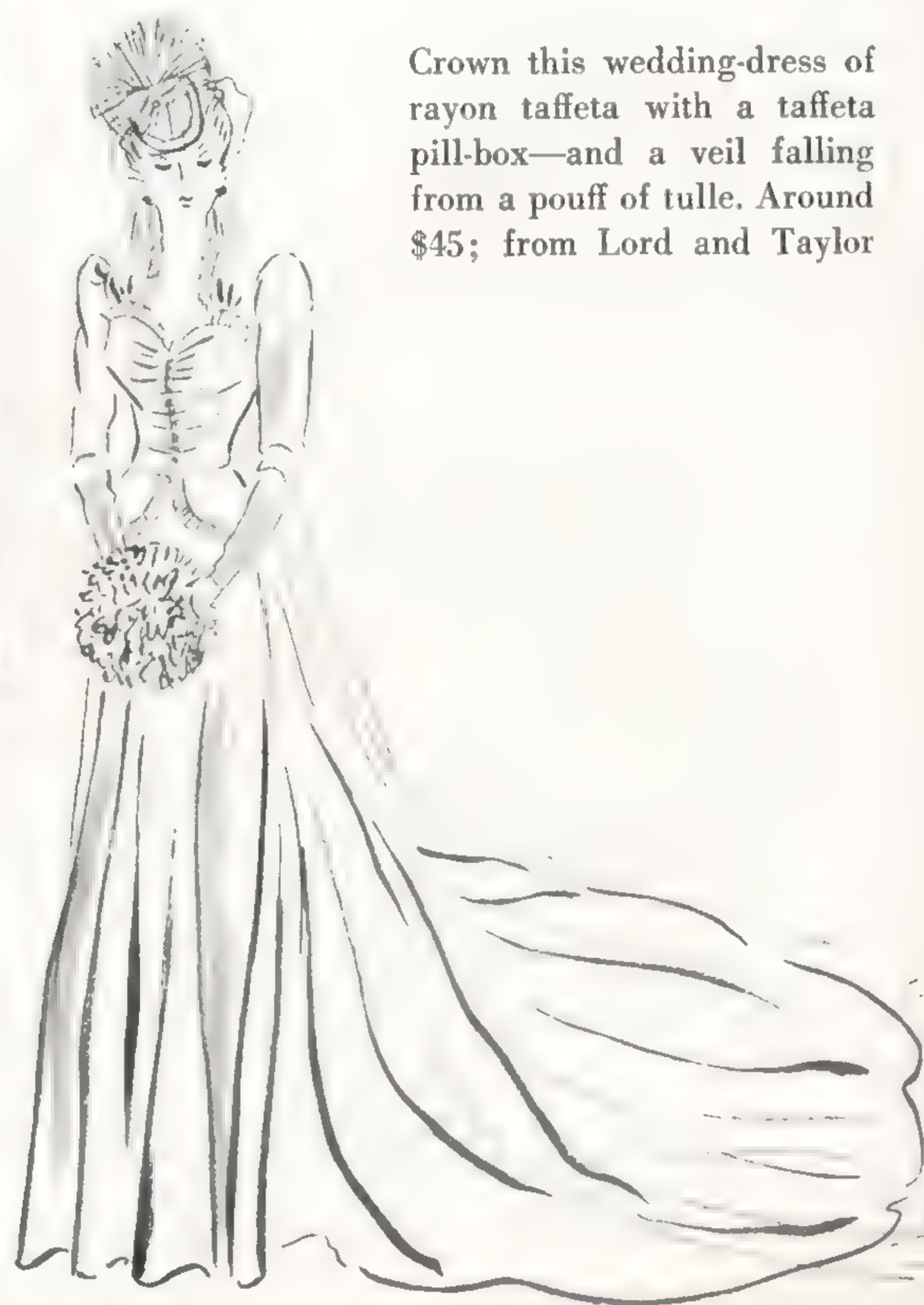
A glimpse of petticoat will be seen in many a wedding aisle now. An organdie one lilts out under this dress of Celanese faille. Under \$70; Altman



For an autumn bridesmaid—rayon velvet in jewel colours, the bodice shirred. Wear it later as a dinner-dress. About \$30; Lord and Taylor



Crown this wedding-dress of rayon taffeta with a taffeta pill-box—and a veil falling from a pouff of tulle. Around \$45; from Lord and Taylor



BE *Glorified* BY GOSSARD

MisSimplicity  
For that  
"Fashion Portrail"  
Look

A tiny waist is the first and foremost fashion requisite for autumn. MisSimplicity's\* diagonal waistline pull con-diagonal waistline pull caves your diaphragm to reed-like slimness; without pinching you (or your purse, its price is THAT low)! Model 3790 is of figured batiste and matching elastic batiste with an uplift of lace.

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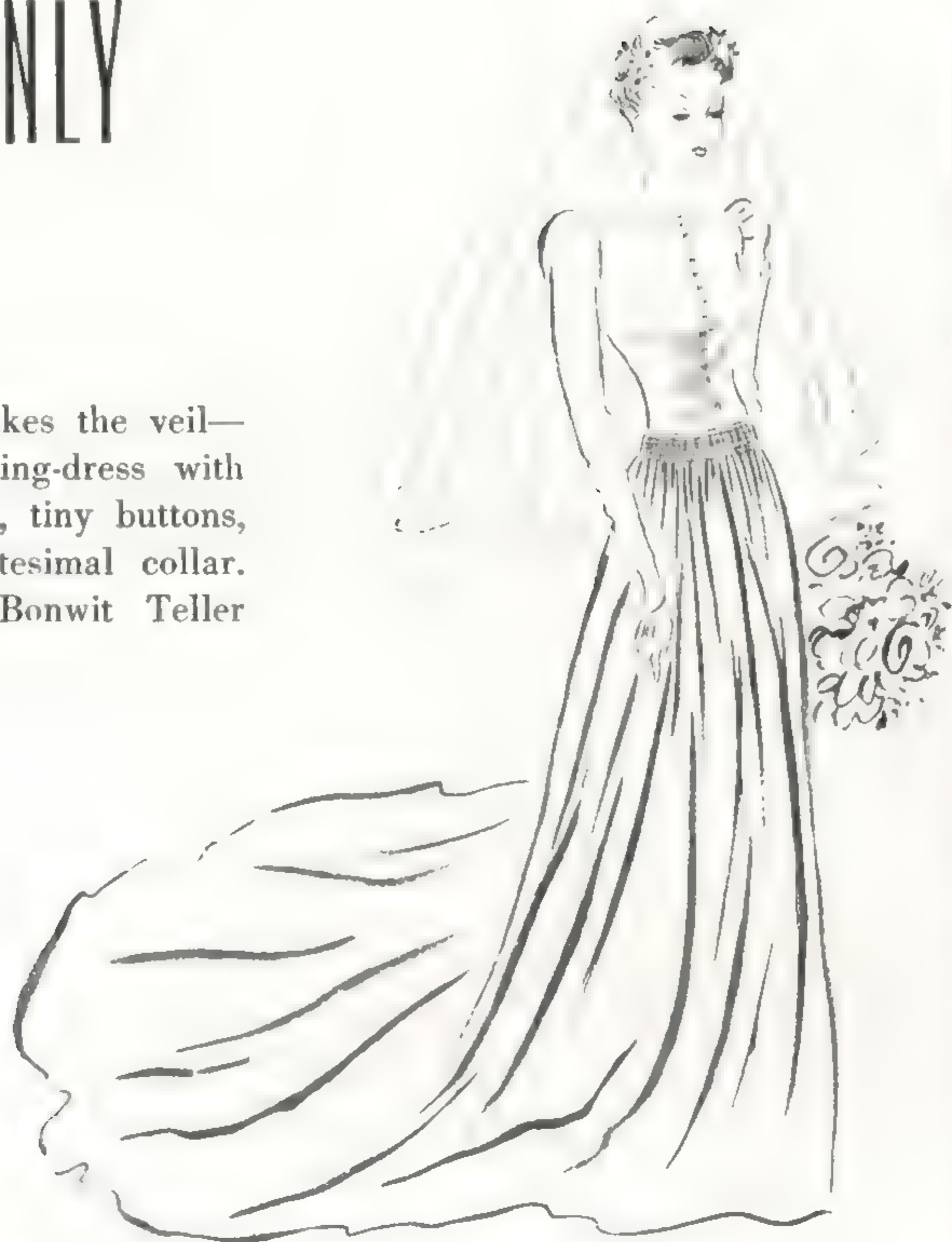
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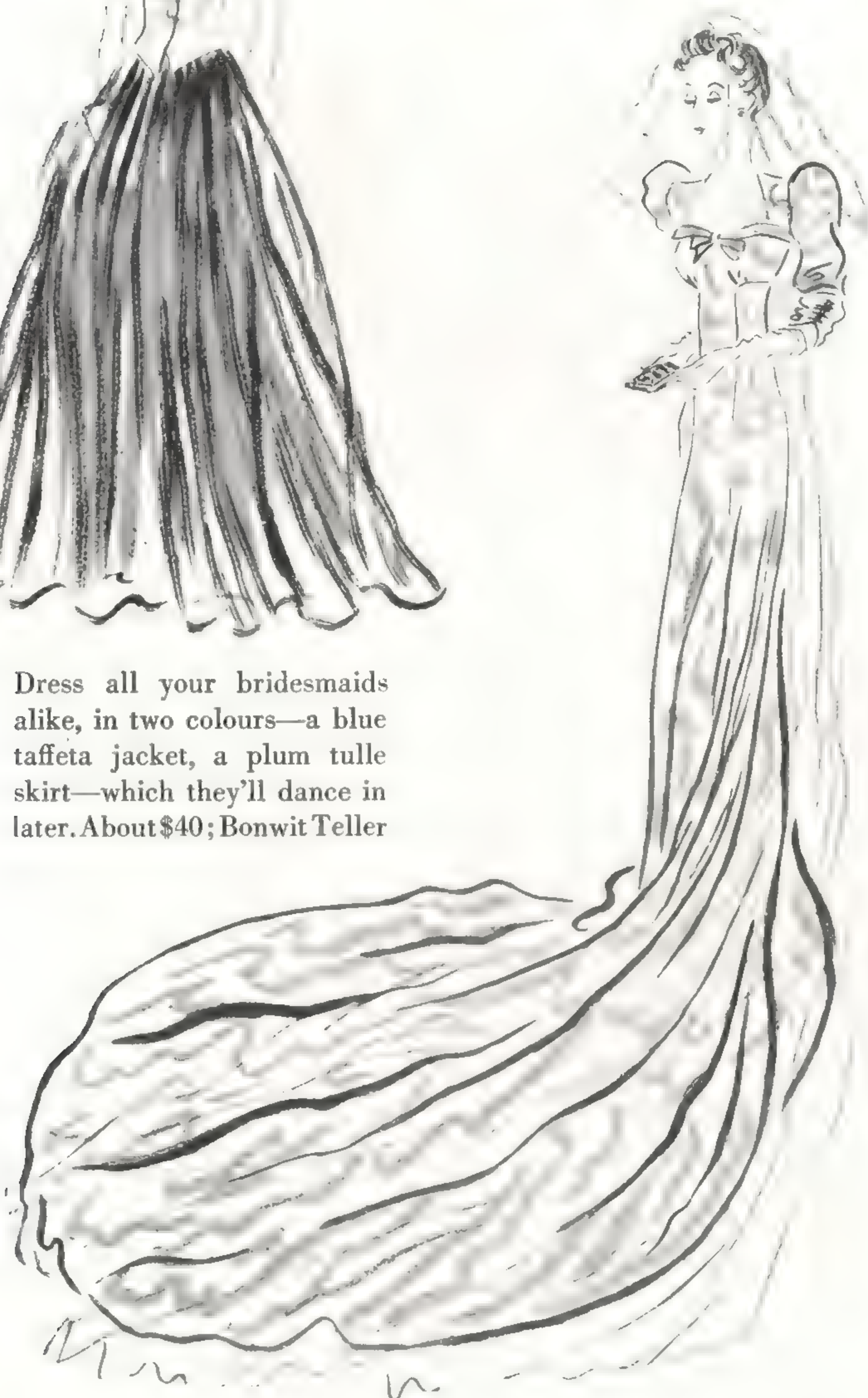
The dirndl takes the veil—a satin wedding-dress with a dirndl skirt, tiny buttons, and an infinitesimal collar. About \$60; Bonwit Teller



Below, a wedding-dress of dazzling white Celanese moire, with peaked shoulders and a train. The pushed-up sleeves are new. Under \$40; Altman



Dress all your bridesmaids alike, in two colours—a blue taffeta jacket, a plum tulle skirt—which they'll dance in later. About \$40; Bonwit Teller



Take style in your stride  
through the  
"Gait-Way"  
to glamour



MARVELETTE



Definitely designed to dress your foot with fashion, Heel Latch shoes also set a new pace for the poetry of motion. You'll walk with the smooth, gliding grace of a goddess in their snug-fit heel and cushioned arch. Open the "gait-way" to glamour and find the joy of foot freedom.



PALOMA



TURNABOUT



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\$5 AND  
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Heel Latch  
SHOES

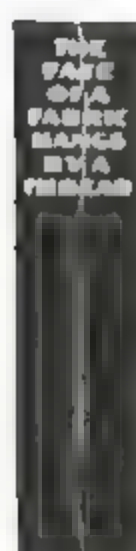


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Portrait Dresses  
in Fashion Approved Brookshire  
of Enka Rayon



Poised dresses for that gracious-lady-look. Draped for figure flattery in Brookshire, stimulating new fall fabric woven with Enka Rayon.

Above. Wear this two ways...regally with jewelled clip and belt; less formally with plain belt. Black, Wine, Persian Purple. 18 to 44. 19.95

Below. Richly embroidered beadwork gives this dress a festive air. Black, Boy Blue, Plum. 16½ to 22½. 19.95

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AMERICAN ENKA CORPORATION • 271 CHURCH STREET, NEW YORK



## URNS WITH A GOURMET

RECENTLY, we were served at a dinner-party a cold baby lobster accompanied by a particularly good mayonnaise. We wouldn't have remarked it especially, other than to enjoy it, except that we knew that our hostess was dieting, and was conscientious about it to a degree that stirred our admiration. When she took a lot of the mayonnaise, our face, which is notable for giving away our feelings, dropped in amazement.

Everything was all right, however. The lady explained, with the light of discovery in her eyes, that the mayonnaise was a non-fattening variety known as Mrs. Boardman's Leanermaise. Made with mineral oil, its value in calories was only three to a tablespoonful. We are always a little suspicious of things put together with mineral oil. We feel that, once you know it is there, you think you taste the oil, whether you really do or not.

We sampled the dressing once again, straight. It was still delicious. It was just like a good rich mayonnaise, and we couldn't even detect the oil. We have been telling dieters about it ever since, and they have been telling others, and everybody likes it. And they especially like it, because they can serve it without guests or family having any suspicion that they are being dieted. You can buy Leanermaise at such food shops as Charles and Company.

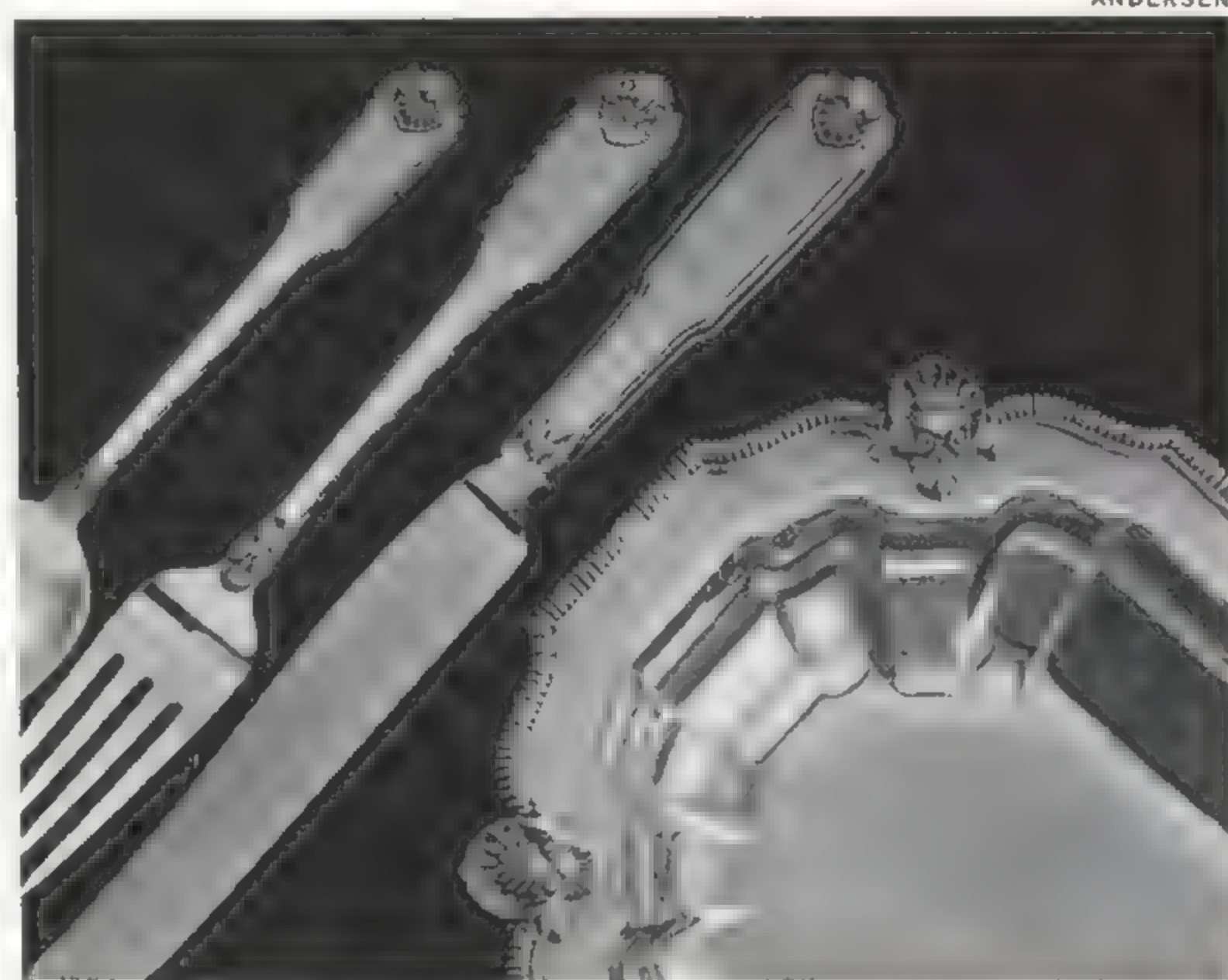
If you want to witness an act of sheer legerdemain in the creation of drinks, alcoholic and otherwise, investigate something called the Waring Mixer. This originally made its debut in professional bars and is now installed in countless kitchens. It is an electrical device, and the act of magic is its ability to reduce solid foods to liquid. You put celery, carrots, peaches, pineapple—practically any fruit or vegetable that you want to transform into a drink—in the mixer, start the motor, and, presto, the solid is gone, and the drink is there.

Of course, having all the benefits of the whole vegetable or fruit, instead of extracted juices, is of definite advantage in any health drink, and the consistency of any liquid produced by the mixer is velvety smooth. You can add ice or ice-cream to your mixture, and you can blend hot drinks, as well as cold.

As for alcoholic drinks, any frapped drink emerges in the perfect state that you have always longed to achieve. Cracked ice is reduced to that mushy condition that you remember from the rum cocktails you drank in Havana. And every drink is so beautifully blended that you are acclaimed the perfect bartender.

The Waring Mixer can be purchased at Hammacher-Schlemmer and other shops in New York and other cities.

An inspired gift for a gourmet about to set forth on a voyage is a case of splits of Louis Sherry coffee prepared for reheating. People's very lives have been affected by the lack of a good cup of coffee, and, with these little bottles at hand, fine coffee is always available. The split size is new and may be ordered by the case at the Louis Sherry shop in the Savoy Plaza.



"Whitehall," International's newest sterling silver pattern, combines the classic gadroon edge, fiddle handles, and traditional shell decoration in beautiful harmony



THIS YEAR'S ELIGIBLES

(Continued from page 61) And as for bridesmaids, in one large wedding the bride had them carry bouquets of autumn flowers mixed with brown ostrich feathers—more ostrich feathers on their heads.

A few kind thoughts for your bridesmaids: Two-piece outfits they can Wear Afterward, and for that they'll bless you. A flip jacket of pale blue taffeta, for instance, hugging the waist over a skirt of plum net. A girl could wear that all winter. Muffs, pillow or melon shapes (nice in velvet), that'll have a long career, too. For a wedding in a house, Mainbocher's dream of a violet moire dress (page 69) with violets on the shoulders, violet gloves, and little violet clusters clipped to the ears.

A masterpiece for the no-fuss-and-pother bride, who nevertheless wants glamour even in a City Hall—Schiaparelli's cameo-pink jacket (page 68) with a shirred doll-waist and a framing skunk collar. Don't miss your chance to carry a skunk muff. The skirt—purple wool. Or Molyneux's disarming violet suit in three shades (page 69).

For the second-time bride, Chanel's velvet suit on page 69, looking as if it were made of crushed Parma violets. There's no trimming, unless you count the two pockets and five buttons. This can stand a very extreme hat (if your husband can) like the violet felt with a flighty pink feather shown with it.

AFTER THE CEREMONY

Deep-laid plans for your getaway. If you're catching the boat for Bermuda, either of the plaid suits on page 65. The first is by Molyneux, made of Rodier scarfs in a vivid red, green, and white plaid. For authenticity's sake, wear a tam-o'-shanter. The other, a classic Schiaparelli, closes with black leather buckles. Its black jersey blouse is so figure-praising that you'll keep taking off the jacket. If you are escaping by auto (possibly into hunt-meet country) eye those tweeds on pages 78 and 79. That tweed coat trimmed with mink tails is perfect, casual enough for driving through genuine country and dressy enough for lunch in a city hotel. And the suave top-coat of violet tweed is so superbly tailored that any man would hail it.

Largess for a bride who's broke—the treasures in Carrie Cashless' memoirs, beginning on page 99. If you're wondering how your finances are going to enfold a trousseau, look here before you spend another cent. There are coats. There are suits. There are evening clothes, and a gamut of accessories. None of which will put your pocketbook on the rocks.

To add to your trousseau—a heart-melting evening dress of white lace. On pages 62 and 63, you'll see two, in either of which you'll look literally like a dream. The first is threaded with silver, and the second shadows a glittering sequin slip. In the name of coquetry, consider two dresses on page 68—Mainbocher's velvet dress with flounces and roses calculated to enmesh a heart, or Molyneux's slipper satin dress with leg-o'-mutton sleeves and roses caught into what looks suspiciously like a bustle. The man doesn't live who could resist. And it's no trouble at all to dazzle your husband, evenings at home, with Molyneux's tea-coat (page 64), gauze embroidered with gold thread.

Brides inevitably must be beautiful. One way is to have a set of matched make-up, in ethereal, bride-like tones. Everything is there, and what's more, right—so if the excitement unsteadies your hand and blanks the mind, the results will still be good. Get some heart-shaped white satin sachets for your lingerie, and Victorian pomander balls, hung on ribbon, to scent your closet.

For a bride who swears by a little dressmaker—or is a wizard with the needle—the trousseau on pages 132 and 133.

All in all, this couldn't be a better year for brides. Everywhere you turn, there's allure. All the heart-breakers are back. Brushed-up hair. Earrings. High collars. Leg-o'-mutton sleeves. High boots and spats (let your husband pass on these first—certain men can't abide them). Flirtatious feathers, in hats or hair. All of which are feminine in the extreme, and a little helpless—making them just what the bride wants.

FOOTBALL WEATHER  
BRINGS OUT

Wimbledon

HATS



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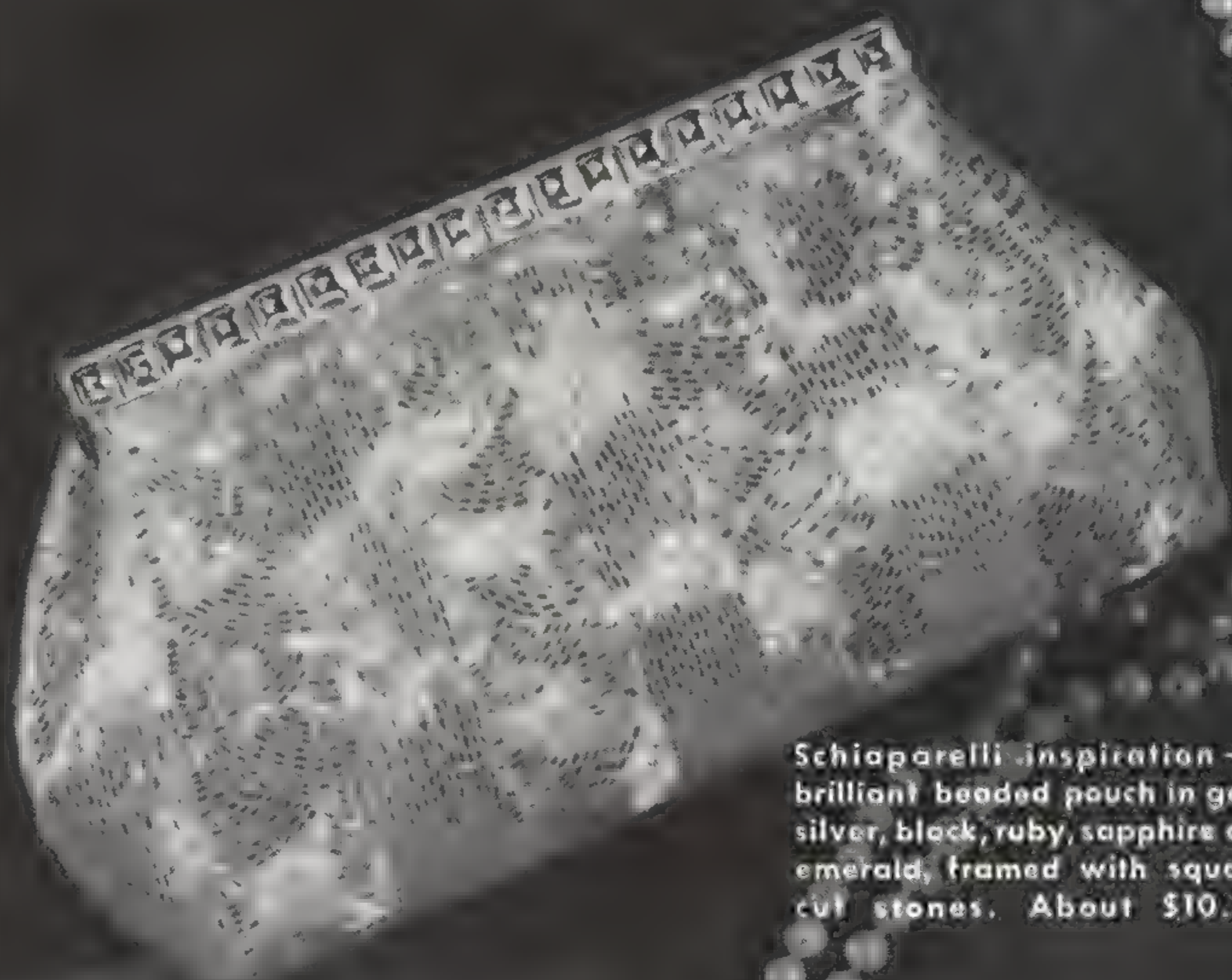
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## EVENING BAGS



Schiaparelli inspiration — A brilliant beaded pouch in gold, silver, black, ruby, sapphire and emerald, framed with square-cut stones. About \$10.95.



After Alix — Finely beaded, shirred to a classic contour — sparkling rhinestone frame. White, cream, gold, or black. About \$8.50.

From a "new haute couture" collection of evening bags—designed with ingenuity and imagination. Each individual model has a fashion significance. Metal brocades, embroideries, paillettes—every material created to play a stellar rôle in the winter panorama. Priced from \$5 to \$100. Look for the Gold Seal—symbol of taste and beauty in bags.

# Gold Seal Importers

30 EAST 33RD STREET • NEW YORK CITY

## IF I HAD TO DO IT AGAIN

THAT it poured rain on my wedding-day was hardly my fault. But looking back on that somewhat memorable occasion, I realize that there were plenty of things within my control that might well have been organized differently and better. Equally, some touches of brilliance, and a few lucky breaks, redeemed it (to my mind, at least) from being "just another wedding."

To be specific—there is a whole host of things that, in the light of past experience, I would try to do (or would try *not* to do) on my wedding-day.

WEDDING MORNING. I should have my manicurist in at the crack of dawn, so as to be sure of flawless hands. My hair-dresser, of course, I should book up weeks ahead. I should have a facial the day before, rather than on the actual morning, as I look a trifle flushed after a good one—but if they don't take you that way, by all means have one first thing. In any case, I should arrange for a girl from my favourite beauty place to come and make me up—which is much better than doing it myself with (probably) shaking hands. I should be made up *after* I'd put my dress on, but, of course, before adding my veil.

I should get the girl from the beauty shop to use a liquid foundation (which seems smoother, and will hold the make-up till the last hand-shake is over); light rouge and powder; a mouth well-defined with a lip-brush, but not too brilliant in colour; eye shadow, definitely, for glamour; and non-run mascara, as I'm sure to shed a tear. Unless you are a girl who is apt to go pale with excitement, be particularly chary of rouge, as a hectic make-up with a wedding-gown is in bad taste. I should use a light perfume; probably a flower essence.

I should insist on champagne and a chicken sandwich rather than the "nourishing" soup that mother made me have before leaving.

I should take more care to time my drive to the church. I forgot the traffic blocks, and did not allow enough time for lights to be against me nearly all the way, so that I got there much more than "fashionably" late, and in a fluster. Better tack a good ten minutes onto the necessary time.

AT THE CHURCH. I should get my dressmaker to send a girl to arrange my train exactly the way it should be, rather than to leave it to the anxious, but ignorant, tweakings of all the pages' nannies.

I would rise above the banality of an all-white floral decoration, and have a riotous mass of flowers, lovely against the grey stone of the pillars.

THE RECEPTION. I would see that the flowers were arranged, wherever possible, above the heads of the guests—on mantel-pieces, on wall-brackets, and on top of columns in the corners, rather than built up from the level of the floor. They are much

## • when you sleep

This Aviatix boudoir cap is of sheer cool net. Keeps your curls in place when you sleep and dress. Patented construction insures perfect fit for all head sizes. Pink, peach, blue, green, brown, coral . . . . . 50 cents



## when you shower

You hardly know you have it on so fine is the oil silk in this Aviatix Shower Cap. Patented draw-string automatically conforms cap to any shape head and keeps hair completely dry. Protects your hair-do when making up. Green, blue, red, ivory . . . . . 50 cents

B. Altman N. Y., Wm. Filene's Boston, J. W. Robinson L. A., Marshall Field Chi., John Wanamaker Phila., Joseph Horne Pitts., and all other leading stores. Aviatix Hair Net Co., Inc. 168 W. 23 Street, N. Y.



TO PROTECT YOUR HAIR



## IF I HAD TO DO IT AGAIN

more effective that way and don't get bumped against and crushed by the throng.

If the reception were in a house with two staircases, I would be quite firm and post a butler or footman to see that all the buffet-bound guests who had already shaken hands and "seen the presents" went down the *back stairs* and didn't congest the people still arriving on the main staircase.

I shouldn't let my parents waste a penny on fancy cakes and éclairs at the buffet. No one dreams of eating them. Instead, I should make a point of having plenty of smoked salmon or caviar sandwiches and lots of black coffee, as well as champagne.

GOING AWAY. Suppose I were motoring down to the country (or, indeed, going anywhere except to a hotel), I wouldn't let myself be bullied into wearing a dressy going-away suit—probably hopelessly impractical—and high-heeled shoes. Much more sensible, suitable, and, therefore, more chic, to have a beautifully tailored semi-sports outfit.

I should have one of the ultra-best beauty-boxes for my honeymoon, containing cosmetics for day, evening, and the sun if I were going South. I should pack this indispensable beauty-box in my hat-box or most easily available suitcase—so that I could freshen up from time to time on the journey. If you want to arrive feeling and looking fresh, there's nothing like whipping off your old make-up, patting your face with skin tonic, and making up again.

PRESENTS. I shouldn't be scared or shy about asking for cheques, when people demanded to know what I would like to have. They really *do* want to give something that will be of use, and will probably be only too glad to do it this way and not have the trouble and responsibility of choosing it. All the same, they rather like to hear of something concrete that their cheques have bought.

I should take more trouble to organize my presents, and especially make use of the *Bride's Book*, which various shops keep, in which you write a list of wants. Circulate the news among your friends, and they will then flock to look at the book, and the head of the department will prevent them from giving you duplicates.

When arranging the presents, I would group them according to kind—all leather things together, all glass, china, and so on. This makes it easier for people to recognize their own gifts, which is what they really enjoy! Another amusing idea that I saw recently is, if some one has given something enormous that can not be on show (such as a house, piano, car, horse, or article of furniture) to buy a toy replica of it and put this on the table with the donor's card—much more fun than just the banal card reading, "From Mr. Snooks—an armchair."

F. M. C.



Hat by Vogue Hat Co.

## THE DRESS OF THE MONTH\* in *Celanese* rayon KASHUR

Imagine an arctic blue blouse over a beetroot skirt, marigold over spruce-green or emerald over black. Then you will know why this dressmaker frock is new and vitally different. Slightly bloused in the Gibson Girl manner and with winsome unpressed pleats; it gains extra beauty from rich-textured Kashur fabric of Celanese\* Rayon. Sizes 10 to 20. **\$22.95**

\*Reg. U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

**KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY**

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## CURE IN CZECHOSLOVAKIA

**R**HEUMATISM is one reason for going to Pieštany; perhaps the most important. Certainly, the most common. But don't imagine it's the only reason.

Personally, I'd go again just for the coffee. Everywhere in Czechoslovakia, the coffee is good, but, in Pieštany, it is perfection—if you like it served with fluffy, freshly whipped cream, as well as milk. It will ruin your taste for any other coffee, and, in time, your figure, but, for a time, you won't worry about your weight.

Food is one of the best reasons for staying in Pieštany; and, even if you stick to the cure diet, you'll do well. I found it a good solution to midday dinner; here, there is no lunch, but dinner in the middle of the day, and again at night, when it is called supper.

And in Pieštany, you can be sure of the sun, which means (unless you take the cure) breakfast on the terrace every morning, followed by sun-bathing and swimming at the Eva. This is a huge open-air pool, surrounded by grass banks and brown bodies, with a good restaurant that serves anything from an ice-cream cone to a five-course dinner. Some people seem to live there, completely missing the local "sights," which are well worth seeing.

### TO MARKET IN PIEŠTANY

There is one only five minutes from the hotel (no matter where you stay, nothing is ever more than five minutes distant, unless it's outside Pieštany), and that is the market. But you must get there early in the morning when the women come in from neighbouring villages, wearing their native costumes, not their best ones—those are reserved for Sundays and Saints' days—but their every-day ones. Full, pleated skirts, long black boots, tight bolero bodices, balloon-sleeved blouses, and, of course, coloured kerchiefs on their heads. [You can buy these cotton handkerchiefs in the market, but there are better ones in a little shop opposite the Slovakian bank in the street that leads to the market. These make charming table-cloths, particularly the simple, pastel ones.]

Krakovany is the place to see the costumes at their best. It takes only about twenty minutes by car, and you should time your arrival for eleven on Sunday, when every one troops out of church. The small girls—little things five years old—wear costumes hardly less elaborate than the women. Each head of flaxen hair is drawn tightly back from a tanned face and plaited over the parting, to hang in a pigtail tied with an immense ribbon bow. The children's dresses have the huge embroidered sleeves that the older girls wear, though not so intricately worked (long winter evenings are spent elaborating these sleeves); the same short, multi-pleated skirts, though not so many; and, very often, black boots, but not the Russian type that the women wear.



YOU tread on enchanted ground in this divine Foot Delight pump . . . your feet moulded by supple Lastex which embraces the instep and gracefully yields to every movement of walking. Equally thrilling is the concealed Foot Delight cushion, "magic secret of lively feet that never tire." Bancroft Walker Company, Waltham, Massachusetts.



## CURE IN CZECHOSLOVAKIA

Little boys have nothing to do with all this fancy dress; they stand in silent groups scratching their shaven heads and staring—not so much at the girls as at *you* and your extraordinary dark glasses.

You might easily miss the little Museum in the park at the corner of the Kursalon, but any one interested in the history of Pieštany and the people of the surrounding district should make a point of seeing it, as it contains samples of every kind of peasant art and costume, and a remarkable collection of historical documents.

One afternoon, you should drive out to Bradlo and the Stefanik memorial. It is a pretty drive, through country that seems very English until you come to a village where the cottages are painted pale blue, or until you pass fields of pink and white poppies—grown for the seeds that Czechoslovakian cooks lavish on cakes and pastry. The memorial stands square and white in the sun, on a hill where Stefanik used to study the stars, for he was an astrologer, as well as a great Slovak general.

If you can tear yourself away for a whole day, go to Zlin, the Bata colony where, from childhood, every one has an interest in the vast organization that is Bata—whose name you will know better than your own after a week in Czechoslovakia, and whose shoes are worn all the world over.

One evening just before sunset, you should go to the Bacchus villa, set on a hill above Pieštany, where Beethoven once lived and worked and prayed—you can see the tiny chapel, about two yards square, in the side of the house. The villa has a vineyard, strawberry beds, and currant bushes, all laden with fruit just asking to be eaten—and not in vain, for you may take your pick while waiting for your wine, which you drink in the garden, watching the sun set over the Vah.

### TZIGANES IN DINNER-JACKETS

To spend an ideal evening, you should go on to the Red Tower Restaurant for dinner in the open air, accompanied by Slovak songs sung by the Tziganes—and any one else who knows the words. Below, Pieštany is a black mass studded with lights on either side of the winding river, and all round you are the woods transformed at night to a fairy forest by the tiny green fireflies flitting from leaf to leaf—but not so fast that you can't catch one in your hand.

You will probably end your evening at one of the night-clubs. There is a good one appropriately named "Finish," where there is (or was, in June) a wonderful Tzigane, whose violin registered his every emotion, and he was very emotional.

It may surprise you to know that there are these gipsy musicians in Slovakia, but they are as much at home there as in Hungary. And it may disappoint you to find them wearing dinner-jackets, instead of the fancy (Continued on page 144)

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**NEW YORK**

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## CURE IN CZECHOSLOVAKIA

(Continued from page 143) dress you have seen in the films and in smart restaurants; but I was informed that, in Slovakia, they would be laughed at and their genuineness immediately doubted. Why, I never discovered; but if they wore diving-suits it wouldn't matter for, once they start to play, you won't notice. And you'll forget the time, too, for, at five o'clock, they'll still be there, playing until the last person leaves.

I believe the only place with a cabaret is the Kursalon Bar, very popular after eleven o'clock, as it's in the park and easier to find than some of the smaller places down the side streets. People go on there from the Thermia or Royal, where there is dancing on the terrace on alternate nights until eleven—when the cure crowd must go to bed if they are to be fit for the mud at seven the next morning.

### MUD FOR RHEUMATICS

And it's time I said something about the mud, which is really the most important thing in Piešťany—though you might miss it altogether if you're not taking the cure, for it comes from springs under the river and has to be shovelled up before you can see it. And you certainly should see it, as there is nothing else like it in Europe; without it, Piešťany mightn't be on the map. It is soft, black, and shiny, so hot that you can't hold your hand in it, and so full of sulphur that it acts like magic on every kind of rheumatic ailment. The three different baths are built right over the springs, and, if you stay at the Thermia, you need only walk down a corridor to take your treatment. This probably lasts until lunch time, what with a mud-pack followed by a bath of mud and thermal water, and finally thermal water only, and rests and massage in between. The mud is so strong that few people can bathe in it undiluted, and, of course, it has to be cooled before use.

The cure usually lasts from three weeks to a month, with one day of rest each week, and is strenuous enough to make a good excuse for a holiday in the Tatras afterwards. You can't fly to the Tatras (as you can from Prague to Piešťany, in an hour), but the train journey only takes about three hours, and is quite pleasant, as the train is always either crossing a river or going along beside one. Once you reach the mountains, you change to a little green train driven from the roof, with a loud horn to announce its approach.

At Tatranska Lomnica (a resort in the High Tatras), a two-horse trap took me through thick pine woods to the Grand-hotel Praha, where I had a room in which, they told me with pride, Masaryk had once stayed. After Piešťany, Tatranska Lomnica is very peaceful; the silence at night is only disturbed by rushing mountain streams and hoots from the little green train in the distance. There is no traffic—if there were, the Hotel Praha wouldn't hear it, situated as (Continued on page 148)

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# THE LIDO

(Continued from page 86) receives conservatives in the pre-War manner. At her reception for the Duke and Duchess of Genoa, there were liveried footmen on every step of the marble staircase, and guests were formally presented to royalty.

The beautiful Russian ballet dancer, Alanova, who became Countess Andrea di Robilant, brought to the old Palazzo Mocenigo fresh ideas in interior decorating, and the parties given by the Robilants are usually gay, noisy, last till nobody knows what hours, and are attended by most of the decorative young Venetian moderns.

The Count and Countess Castelbarco's house is a veritable jewel-box and a delight for an artist, an art collector, and a connoisseur of fine *objets d'art*. To their parties come the intellectuals to be social, and the social to be intellectual, and both to be gay, chatty, and amusing. The inventive spirit of Countess Castelbarco transferred an old wooden figure of a monk (it's shown on page 86), which once upon a time held inside, like a cupboard, the plates, knives, and forks used in the monastery. She has made him into a bar, a keeper of cocktail shakers, glasses, and bottles. The Count and Countess Castelbarco recently gave a cocktail party to show a head by the sculptor Lucarda, who had such a success at the Biennale Show with his head of Tullio Carminati and the poetic Marquise de La Moussaye.

But everything is not home life and the movies. D'Annunzio memorial performances have been given in exhibition gardens. Modern music in the eighteenth-century jewel-box, Fenice—with Mitropolous, Molinari, Walton, and Hindemith among the conductors. Dinners every night at *palazzos*, or on the terrace of the Grand Hotel, or at simple places such as Montin, La Colomba, or the Taverna Vida. Wandering musicians start the Lambeth Walk whenever they see the English. Lady Warrender in slacks and Capri sandals, Iris Mountbatten with the straw base of a Chianti flask on her pretty head, and several other Milords astonished the natives with this cockney dance in the square near the Taverna.

Probably the most popular night-spot is Martini's. The charm of it is that it's one night-club that has escaped interior decorating and is a simple back-yard with wooden fences, strange stone steps leading to eternally closed huge wooden doors, mediæval arches under which snugly fits the jazz band, and, of course, the inevitable vine over the head. The crowd is mixed, and next to a Mainbocher dress, a dinner-jacket, and a monocle are knickerbockers and sweaters, but the rhumbas and tangos are danced with the same gay abandon or dreamy languor, and the Lambeth Walk is attempted by everybody.

With the Lido, Piazza, Harry's Bar, and Martini's, there's no danger of getting side-tracked. There are few sports; gossip is the chief exercise, even though every one speaks a foreign language. Conversation is about daily excitements and feuds—but everything is so gay it's possible to keep a sense of humour though you lose your fair name.

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## MY HOUSE IN THE FOREST

(Continued from page 130) cloth that matched the curtains. The divans all around the wall were covered with black awning-cloth and bright blue cushions, and the floor with an imitation grass rug. It all gives the effect of continuing the lawn that you see on the other side of the glass wall.

### A LANTERN IN THE DRAWING-ROOM

At night, the only lights in the small living-room come from the candelabra over the fireplace, and even these are turned out when the forest is flood-lighted. The big drawing-room—dining-room—ballroom is lighted by painted brass flower candelabra and by a big lantern standing on the top of the stairs. The lantern (originally an octagonal glass Directoire cabinet that I bought at the "Flea Market") was hidden away in the attic. Madame Erraguriz found it there and instantly, in one of those flashes of genius that she has, decided that I must make an enormous lantern of it with different-coloured glass panes. Madame Erraguriz's visits always mean some important change in the house, as her clear, impersonal eyes can pick out infallibly what is wrong and correct it.

Momentarily, I am satisfied with my house; that is, with the main rooms. You enter into a good-sized entrance-hall, which was the living-room in the original house, from there you go down five steps into the big living-room, and three more into the little living-room, a change of levels that gives you a greater feeling of space in a small house. My next project is to panel my own room in real pine instead of the imitation wood wall-paper I have on the walls now. The wall-paper looked amusing when I first put it on; now, it looks a little cheap. Mistakes like this make you feel really responsible for a house. I originally conceived my house as an amusing week-end cottage, with such comforts as steam-heat and hot water. I now look on it as my home.



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SOCIETY

BIRTHS  
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**Childs**—On August 11, to Mr. and Mrs. Alton Q. Childs (Mary Hegeler Cole), of Princeton, New Jersey, a daughter, Ellyn Ann Childs.  
**Dann**—On August 21, to Mr. and Mrs. H. Arthur Dann (Anne M. Ballard), of Ridgefield, Connecticut, a daughter, Elizabeth Dann.  
**Gillespie**—On August 7, to Mr. and Mrs. McDonald Gillespie (Peggy Adams), a daughter, Lynda Hall Gillespie.  
**Humphreys**—On August 27, to Mr. and Mrs. Ellis Humphreys (Ruth M. Palmer), of Katonah, New York, a son.  
**Lawrence**—On August 12, to Mr. and Mrs. Robert Cutting Lawrence, junior (Genevieve Robinson Kellogg), of "Little Driftway," Fair Haven, New Jersey, a son, Robert Cutting Lawrence, third.

ELMIRA

**Davis**—On August 18, to Mr. and Mrs. Rowland L. Davis, junior (Eleanor Tilton), a daughter, Margaret Esther Davis.  
**Hoffman**—On August 17, to Mr. and Mrs. William E. Hoffman (Mary Warner), a son.

HOUSTON

**Mayfield**—On August 22, to Mr. and Mrs. John C. Mayfield (Virginia Moler), a son, Richard Moler Mayfield.

INDIANAPOLIS

**Wood**—On July 21, to Mr. and Mrs. Gaylord Ashlyn Wood, a son, Gaylord Ashlyn Wood, junior.

LOS ANGELES

**Hendricks**—On August 1, to Mr. and Mrs. L. Hartley Hendricks (Grace Ehlinger), a son, Peter Loren Hendricks.


SAN ANTONIO

**Vaughan**—On June 30, to Mr. and Mrs. Roswell Fairbanks Vaughan, third (Helen McFarland), a daughter.

WEDDINGS

NEW YORK

**Bascome-Hyde**—On September 22, in Saint Bartholomew's Church, Mr. W. Radford Bascome, junior, son of Mr. and Mrs. W. Radford Bascome, and Miss Virginia Trotter Hyde, daughter of Mrs. Maxwell Hyde.  
**Carey-Kernochan**—On August 7, in Bel Air, Maryland, Mr. Frederic Foster Carey, son of the late Frederic Foster Carey and Mrs. Carey, of Tuxedo Park, New York, and Miss Virginia Kernochan, daughter of the late Frederic Kernochan and Mrs. Kernochan, of Tuxedo Park.  
**Gunster-Work**—On August 25, Mr. Joseph Frederick Gunster, son of the late Judge Frederick William Gunster and Mrs. Gunster, of Scranton, Pennsylvania, and Mrs. Horace Hutchins Work, of Madison, New Jersey, and Palm Beach, Florida, daughter of the late Walter Frederick Harris and Mrs. Harris, of South Orange, New Jersey.  
**Holmes-Ballantine**—On August 8, in Trinity Church, Hewlett, Long Island, Mr. Emlen Williams Holmes, son of Mr. Jabish Holmes, of New York, and Miss Marguerite Ballantine, daughter of Mr. and Mrs. Herbert W. Ballantine, of Hewlett and New York.  
**Ives-Talcott**—On August 22, in Center Harbor, New Hampshire, Mr. Gerard Merrick Ives, son of the late Dr. Frederick M. Ives and Mrs. Ives, of "Dingle Ridge Farm," Brewster, New York, and Mrs. Ruth Pratt Talcott, daughter of the late Francis Cole Pratt and Mrs. Pratt, of New York and Center Harbor.  
**Miller-Hardy**—On September 24, in the Episcopal Church of Saint Mary, Hampton Bays, Long Island, Mr. Charles G. Miller, junior, son of Mr. and Mrs. Charles G. Miller, of Rye, New York, and Miss Ruth Lehmer Hardy, daughter of Mr. and Mrs. Charles J. Hardy, junior, of Rye.  
**Moorhead-Foote**—On August 22, Dr. John J. Moorhead, of New York, and Mrs. Dumont Foote, of New York and Millbrook, New York, daughter of the late Robert D. Foote and Mrs. Foote.



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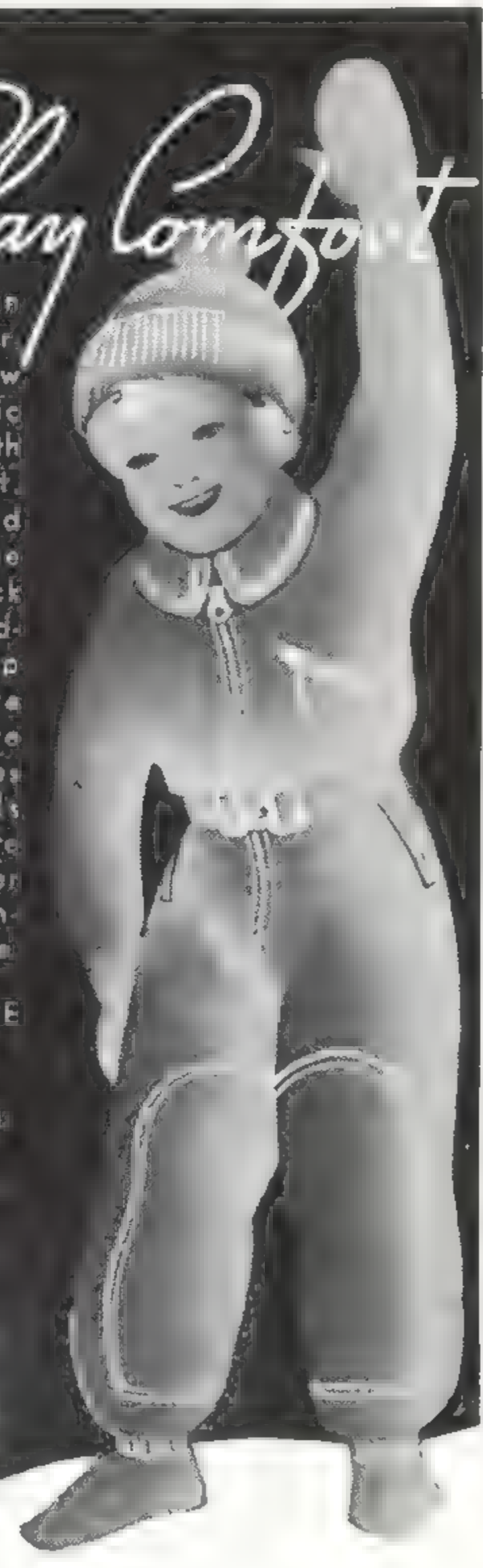
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**KLAD-EZEE**  
SELF HELP GARMENTS



## CURE IN CZECHOSLOVAKIA

(Continued from page 144) it is at the end of a road some way from the village. You can dance every night, just as you did in Pieštany, but you will probably go to bed earlier, and, if you are as energetic as the Czechs, get up early every day to make "excursions."

### ICE CAVES IN SUMMER

A favourite excursion, which takes the whole of a long afternoon, is to the ice caves at Dobsina. They are certainly remarkable, and, of course, very cold, which presents a problem in the summer, as there is a steep walk up to the cave entrance, and lugging thick coats to wear in the caves is a nuisance. The solution is in *Slivovice*, a plum brandy that you can get in the kiosk just outside the cave. It will keep you warm for the twenty minutes you are in the caves, and do away with the need for the "trench" coat the hotel will advise you to take. All the same, you will need a coat of some kind, if only for the drive back.

One day, you should go to Strbské Pleso, where the scenery is superb; and, one Sunday morning, to Zdiar, where the costumes are superb, and quite different from those around Pieštany. When you're feeling lazy, you can spend your time in and about the swimming-pool, a natural one, five minutes from the hotel. It is the only swimming-pool in which I have seen goldfish—and they are big ones, too. There are also tennis-courts near the hotel and a band in the park; so you needn't be completely idle, as I was, drunk with the mountain air and the scent of pines, and to tell the truth, overfed—for the food at the Hotel Praha is as good as anywhere in Czechoslovakia, and that's saying something.

G. T.

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8170	. . . . .	.60
8171	. . . . .	.50
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## PARIS SHOWS ITS COLOURS

"BLACK is smart, of course,—but I don't look well in it," you say. Then don't wear it! Black may be naturally blessed with smartness, just as some people are naturally blessed with charm—but it may fall just as flat as the charm when tried on the wrong people.

This season, you can take your black or leave it alone, as you please. And you can eliminate it from your day clothes even more easily than from your evening clothes. Once you get away from thinking in black, you will realize that both Chanel and Schiaparelli ran to navy-blue (with goodly dashes of violet); that Molyneux splashed colour through his Collection as if he had just been given a new paint-box; that Mainbocher and Alix care passionately for pomegranate-reds and violets, fir-greens, purply-browns, and all the deep, fruity colours; and that Bruyère is crusading for terra-cotta and a wonderful deep plum shade.

*Violet-grey.*—A colour that we believe in strongly is a new shade of grey, with a soft violet haze about it. This colour crops up once or twice unobtrusively in every Collection—a superb colour to wear with all the soft long-haired furs—martens, dyed skunk; with mink, or any fur with a greyish or brownish cast. One very smart woman we know looked over all of Creed's fine infallible black suits and, when she chose her model, ordered it in the violet-grey shade of his favourite velvet suit. Mr. Creed was delighted, his theory being that any suit is possible in black—but only a perfect suit can be smart in such an off-shade. Alix has a superb duvetine dress in this violet-toned grey. You can also find variations of it in coats at Vionnet and Bruyère.

Molyneux's tomato-red or mustard-yellow short-jacket suits, subdued with beaver collars, or his gay red, blue, and green plaid suit are definitely not in the subtle class. But the very freshness of their brilliance gives them an air of confidence rather than of loudness. They don't exactly answer that one-practical-winter-suit problem, but they would have much the same effect on your wardrobe that a brilliant sunny day has on dark winter weather.

*Violet* is so general a favourite that it is quite as respectable as black. Of course, you can find examples that will give you a few moments of exciting doubt as to whether you dare or not—that deep-piled Parma-violet velvet suit from Chanel, for example. Vionnet uses violet from its palest to its deepest shade, and goes even further by combining it with cyclamen or cherry-red. Schiaparelli calls her particular shade "aerostatic purple," and uses it for both day and evening, often side by side with her "Uranus-yellow" (sulphur, to us). Mainbocher calls his violet "immodest" and makes dolman-sleeved day suits of it, or very dramatic 1890 evening gowns in velvet or moire. Molyneux not only uses tame greyish-violet shades for the simplest and most wearable day suits, but puts bouquets of violets on cuffs or jackets or evening dresses—giving that lovely heart-breaking touch.

*Rose* is just as common—or distinguished, if you prefer. Schiaparelli's cameo-pink is as bright as her last year's "shocking," and you know how quickly you got used to that. She uses this cameo shade bravely in a day jacket with a violet skirt—and in a woollen evening cape with a big gold sun embroidered on its back; and also big velvet bows of it on fur cuffs. Mainbocher prefers a paler shade that he calls "cherub"—right out of a Tiepolo fresco. This is definitely an after-dark colour. Chanel has always been a pink booster, and her Collection has pink touches in lace and tulle evening dresses. Molyneux uses shell-pink in a leg-o'-mutton-sleeved evening dress that looks as if it were taken out of a Carolus Durand portrait.

From rose, your colour chart can deepen into all those shades of red and cyclamen that run through day and evening clothes. There are the rich cherry shades that Vionnet uses in velvet blouses, and Mainbocher uses in evening dresses. And there are cyclamen-crimson, ruby, and pomegranate—the latter one of our favourite day colours, much newer looking than the wine shades. Alix uses this sometimes combined with deep green or purply brown.

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## FACING THE NEW COLOURS

(Continued from page 83) it and rouge to match. Be sure it is one of the rich, fruity tones, otherwise the purple in your costume will kill any light shades. With this, you can try a light violet shadow. You won't look like a painting this way, but you will look harmonious, and one advantage is that you can use these cosmetics with many other costume colours.

*Henna, russet, and brick range.* With any of these colours, you want lipstick and rouge that have brown in them. They can be copper, rust, even some of the wine shades, if they are on the brownish side. These costume colours actually have yellow in them, and the brownish-red cosmetics have a certain amount of yellow, too, but it must never be a light yellow, or verge on the orange, or your whole face looks out of gear. A peachy powder can accomplish a lot in keeping your face from looking yellow with these colours. Green eye-shadow and mascara are perfect with these shades; jade is especially effective, or a blending of brown and green shadow ties the whole scheme together.

If your sun-tan lipstick was on the brownish cast, you might see how it would do with these colours, and the same make-up scheme can be effective with various shades of green.

*Teal-blue and peacock-blue.* With these odd, rather hard, blues that you see so frequently in the new mode, you can do gay things with your make-up. Have your lipstick and rouge a light shade, a bright shade—a sky-pink, a blush-pink, a tender coral, the coral you wore in a strand around your neck when you were a little girl. Depth or heaviness in your make-up will kill these colours. Match your eye-shadow as closely as you can to the blue, or blend a blue and green. Use a blue-green or blue-spruce mascara that practically repeats these shades.

*American Beauty.* Here is another shade you have to give very special attention to, or you shouldn't adopt it at all, because it will scream at the wrong colours. The perfect thing is to match it as closely as possible. There are several new purplish-pink lipsticks, and our advice here is to take a swatch of your fabric colour with you to the cosmetic counter. It isn't that you must have a precise match—you can't always achieve that—but the tone must be the same, and that is difficult to carry in the eye. If you want a more conservative effect, use blush rouge and lipstick, which complements the pink and the blue in the fabric colour. Blue shadow is most effective to complement American Beauty, a true blue or a greyed blue, or blue over bronze.

*Green-yellow and yellow-green range.* The new yellows have so much green, and the greens so much yellow, that whatever they are called, the same make-up complements them equally well. And, since any green tends to be a little hard on the skin, you must look very well or be made up very well, and preferably both, to wear such colours. A warm powder, deeper than the shade you customarily wear, will give life to the skin when you wear these yellow-greens and green-yellows. Copper, tawny, terracotta, the shades with the yellow muted, are best for lipstick and rouge. Or a clear, true red can be very effective. Use a green shadow, but always a deep one; a light green gives a sickly effect. And green or black mascara.

Whenever you try new make-up combinations, be sure to apply a good make-up base, which makes so much difference in your finished job. And once you have acquired new cosmetic shades, try them in unexpected ways. A purple lipstick may look absolutely right on one particular face above a bright yellow jacket. And a true pink shade may be the perfect thing with green once in a thousand times. This contradicts our carefully deduced principles, and these particular examples might be grotesque for you. But there is always the chance of finding some for yourself that will make history.

We have tried to make cosmetic descriptions in this article practically primer-clear, so you can use them when you select new shades from your favourite cosmetic series. But, if you would like specific names and makers of the various make-up shades we have mentioned, we shall be glad to supply them.



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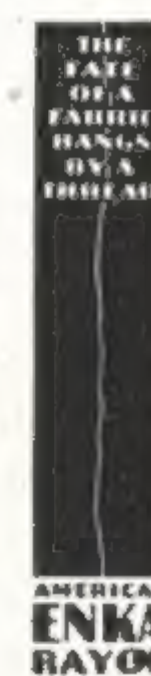
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